

James Cronk is a club industry leader with over 30 years-experience in the golf and hospitality industry. He has presented keynote sessions and workshop seminars at major golf industry events around the world, including NGCOA Canada, NGCOA United States, PGA of Europe, Asia Golf Industry Federation, European Golf Business Conference, CMAA World Conference and many, many more.

A former golf professional and club manager, James's has real life experience in the industry, and his success as a leader is evident in the recognitions bestowed upon himself and his teams, including his facility being recognized by Golf Digest as having the '5th Best Customer Service in North America' and being rated by BC Business Magazine as one of British Columbia's 'Top Ten Employers'.

His consulting company **Cronk Group** helps clubs and organizations achieve their most ambitious goals and increase their profits by improving their systems, their service, and their people. In 2021, James and his business partner Scott Masse launched **Guru Collective** which provides cutting-edge technology based products to help clubs optimize operations, enhance team member training, improve safety, and elevate member and guest satisfaction. **Golf Industry Guru** is a global membership-based online platform offering expert-led training and tools to help golf clubs improve operations, enhance team performance, and customize their training processes. **The Toolbox** is an integrated suite of Health & Safety solutions that empowers clubs to enhance their safety culture, streamline operations, ensure regulatory compliance, and reduce accidents through a centralized management platform. **eGolf Waiver** modernizes and streamlines the waiver process for golf courses, transitioning from paper-based to digital waivers to enhance risk management, improve the member and guest experience, and save time and money.

To learn more visit www.gurucollective.ca

