

# Troy J. Sacco

Sales Leader & Culture Catalyst

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972 342 4186

McKinney, TX



## Experience

### Vice President of Sales and Marketing

#### Touchstone Golf

Aug 2017 – Present

Dallas, TX

- Responsible for all National Sales and Marketing efforts for the Private Event and Tournament Sales Division with 55 salespeople at 43 Courses in over 10 states. Drove 23% increase in sales in 2 years driving attrition down 50%.
- Led the Sales RFP process for over 14 successful Golf Management Agreements and participated fully in the construction, research, and presentation of each
- Also had Full Operational Responsibility over 10 courses in Mid-West
- Responsible for driving all phases of the golf course operations towards EBITDA goals and Revenue Targets.
- Responsible for all P&L Budgets and Reporting to Owners and Clients

### Vice President of Sales and Marketing

#### Main Event

Dec 16 – Aug 17

Dallas, TX

- Responsible for all Sales and Marketing for the Private Event and Tournament Sales Divisions comprised of over 41 Individual Sales Teams that generated \$60 Million Dollars in revenue annually.

### Vice President of Sales and Marketing

#### American Golf Corporation

Oct 11– Dec 16

Los Angeles, CA

- Responsible for all Sales and Marketing for the Private Event and Tournament Sales Divisions comprised of over 55 Individual Sales Teams that generate \$60 Million Dollars in revenue annually. 102% growth in 5 years
- Facilitate all marketing initiatives including National and Local Advertising buys, SEO and PPC Strategies, Print, Radio, and Email Campaigns and all communication channels
- Develop and Lead strategic unique property level game plans design to attack revenue gaps and forecasted sales plan vulnerabilities
- Responsible for hiring and termination decisions regarding my team.
- Responsible for all PE/Tourn Sales and Marketing P&L and budgets
- Implement and deliver "Consultative Selling" sales training to sales team Facilitate weekly forecasting & budget meetings with CEO and COO

### Regional Director of Sales – East Division

#### Club Corp

Apr 10 – Sept 11

Dallas, TX

- Lead the Corporate/Special events sales managers compiled of Sales Teams in 34 Markets that generate \$71 Million Dollars in revenue annually

### Regional Director of Sales – East Coast Division

#### Dave & Busters Inc.

Jan 08 – Apr 10

Dallas, TX

- Lead the Corporate/Special events sales managers compiled of Sales Teams in 29 Markets that generate \$61 Million Dollars in revenue annually

### Direct of National Accounts (Hospitality & Retail Incentive Travel)

#### Martiz Inc. – 2004 - 2008

### National Sales Manager (Hospitality & Retail)

#### Wieck Media - 2001 - 2004

### Regional Sales Manager (Sponsorship Sales Nationally to Fortune 500)

#### PSP Sports – 1998 - 2001

## Life Mindset

*"You Cannot Motivate Anyone...  
You Can Only Inspire a Motivated Person."  
- Joe Sacco*

## Education

### Bachelor of Science in Education Emporia State University

Aug 1993 – May 1998 Emporia, KS

- Graduated with a 3.68 GPA
- Seven Time Athletic Directors Honor Roll
- Two Time Student Athlete of the Year Finalist
- VP of Membership Sigma Tau Gamma Fraternity

## Most Proud of

### Event Sales Revenue Growth

85% growth at AGC worth over 24M in 5 years

### Change in Culture

Director Level Turnover was at 55%  
Dropped to less than 10% in 2 years

### Inspiring New Leaders

Successfully coached & mentored salespeople into Sales Leaders. Lead other Leaders

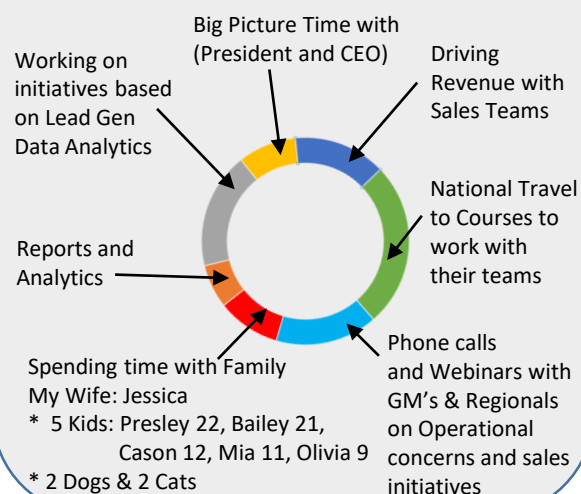
### No Alarm Clock Needed

Up Early - Work Hard - Be Accessible – Be Present

Strengths: DNA vs Learned

- Competitive Drive 24/7
- Loyalty to People
- Inspirational Leader
- Always Learning
- Pricing and Revenue Management Models
- Customer Engagement Strategies
- Training
- Time Management Skills
- Compensation

## A Day In The Life



# Troy J. Sacco

Sales Leader & Culture Catalyst

Recommendations - 73 Received & 172 Given



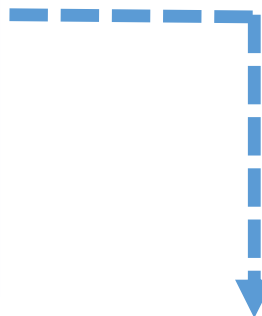
**Robin Shelton, MBA, PGA Master Professional**  
General Manager at SeaCliff Country Club

“ Some people just “get it” – the talent, the acumen, and the leadership to achieve success – and Troy is that type of person.

He “gets it” when it comes to leading a team. He “gets it” when it comes to supporting his co-workers. He “gets it” when it comes to inspiring his co-workers. He “gets it” when it comes to holding his team accountable. He “gets it” when it comes to creating a vision. He “gets in” when it comes to understanding trends and knowing how and when to be innovative.

I've seen Troy lead small and large teams. I've seen him execute small and large events. I've seen him absolutely transform a division to become an industry leader. I've seen him change the way people think...Troy is incredible at leading, affecting change, and unlocking potential.

If you have the chance to be around Troy – you should absolutely do it! Whether you work with him, learn from him, buy from him – he will make you better!



**Brian Bode**  
Regional Director at American Golf

“ Troy has inspired his sales team to grow with fresh ideas which have proven to be successful in today's ever changing climate. Troy is dedicated, loyal and a great sales leader who has challenged his sales team to be more effective and continue to improve their skills. Troy is a tremendous asset to our organization. ”



**Nicole Bergin**  
Regional Director of Sales at Brookside Golf Club/American Golf Corporation

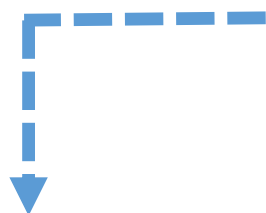
“ It would be difficult to find a more talented leader than Troy and it's truly an honor to call him my boss. He takes motivating and leading his team to an entirely new level and his creative sales approach make him the perfect fit to lead the Private Events division of American Golf. The positive culture he creates within his team and his energy and passion for what he does set him apart from other leaders in our industry. The way he mentors and develops his employees is second to none.

I have grown so much as a sales person under his guidance, and I'm incredibly grateful for the impact and role he has played in my professional career.



**Jackie Lowe**  
Regional Director of Private Event Sales with American Golf Corporation

“ From the moment that I first met Troy I knew that great things were coming to Private Events at American Golf. Troy is incredibly passionate about his role and his team. His passion is contagious. Troy understands the today's industry, including what people want, when they want it and how they want to receive it. His natural leadership abilities are second to none. He knows how to find the strengths within each and every sales person on this team, while teaching them how to fine tune these skills while building new ones. I am incredibly pleased to have Troy as my mentor. He has thought me how to think outside of the box, find my true professional passion, and be a better leader. Because of that, I am a better at what I do each and every day.



**Holly Redheffer**  
National Sales & Marketing Administrative Director

Troy is a sales machine & proven leader. His ability of taking revenue generating concepts and turning them into positive, relative and sustainable growth is incomparable to anyone one else in the sales industry. His understanding of revenue streams, comparisons and forecasting is always spot on and always ahead of the curve. Any business would want Troy on their team.



**Ted Axe**  
General Manager at Lomas Santa Fe Country Club

“ Troy has a powerful connection with people and loves what he does. He is several steps ahead of many people with his knowledge of how networking and marketing is developing in our changing times. I have learned a lot from him and and he is also a fun and gracious guy! ”