



Bob Elliott, PGA

Golf Lead and Consulting Principal

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A PGA Life Member with a career spanning over four decades, Bob Elliott has left an indelible mark on the game through his leadership, mentorship and passion for growing the sport. As Head Golf Professional at Northwood Club (1981–2015), he shaped one of the premier private club experiences in the country, mentoring 18 assistants who have gone on to serve as Head Professionals or Directors of Golf. A 1993 NTPGA Golf Professional of the Year and 1999 finalist for PGA of America National Professional of the Year, Bob served as National District 12 Director and twice ran for Secretary of the PGA of America. He has qualified for five Byron Nelson Classics and the 1983 PGA Championship, and raised over \$2 million for junior golf and charitable causes. He also worked alongside architect Tripp Davis to execute Northwood Club's Golf Course Master Plan, voted the best course renovation in 2018. A student of the legendary Harvey Penick — alongside Ben Crenshaw and Tom Kite — Bob's dedication to the game, his peers, and the next generation of professionals has cemented his legacy as one of the most influential figures in private club golf.

Early Years in Golf

- Learned the game under Harvey Penick, alongside Ben Crenshaw and Tom Kite
- Began his professional career under the tutelage of Ross Collins, a PGA of America Golf Professional of the Year, at Dallas Athletic Club (1977-1980)

Professional Career

- PGA Member since 1978
- Head Golf Professional and Director of Golf, Northwood Club, Dallas (34 years, 1981–2015)
- Instrumental in working with Tripp Davis and the Master Golf Course Committee to bring Northwood Club's Golf Course Master Plan to realization; voted best renovation in 2018

PGA Leadership and Governance

- District 12 Director, PGA of America Board of Directors (2000–2003)
- Candidate for PGA of America National Secretary in 2004, narrowly defeated in one of the closest elections in PGA history
- Candidate for national office again in 2006, finishing third
- Northern Texas PGA President, 1992–1993

Section Honors Recipient of six Northern Texas PGA Section awards:

- 1985 and 1989 Horton Smith Award (now Professional Development Award)
- 1993 Golf Professional of the Year
- 2016 Distinguished Service Award

Competitive Accomplishments

- 2001 Northern Texas PGA Professional Championship Champion
- Competed in the 1983 PGA Championship at Riviera Country Club
- Competed in five Byron Nelson Championships
- Fifth highest winning percentage in NTPGA history
- Two-time Joe Black Cup Captain (1994, 2005)

Mentorship and Professional Development

- 18 assistant professionals advanced to Head Professional or Director of Golf positions under his leadership
- Seven former assistants won Northern Texas PGA Section Awards

Philanthropy and Junior Golf Impact

- Co-Chair, Gatlin Brothers Celebrity Golf Tournament (1979–1995), raising over \$1,000,000 for the Muscular Dystrophy Association
- Co-Chair, AJGA Justin Leonard Team Championship (1997–2006), raising \$1.8M in scholarships for the NTPGA Foundation

Industry Service after Retirement

- Consultant to PGA Magazine from 2016 to 2020
- Director of Instruction, True North Golf Club, Harbor Springs, MI (2017-2019)
- Consultant with GSI Search Firm (2022 to Present)
- Interim Director of Golf at Vaquero Club (2023)