

## **ROBERT G. SALUM**

Certified Tennis Teaching Professional  
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### **PROFESSIONAL RÉSUMÉ**

#### **PROFESSIONAL EXPERIENCE**

- Current Position                    **Tennis Director, Cedars Tennis Club & Resort, Longboat Key, FL**
- Summer Seasons 2007-08        **Head Pro, Wychmere Harbor Beach and Tennis Club, Cape Cod, MA**
- May 2007 to June 2008         **Professional, The Longboat Key Club, Longboat Key, FL**
- Feb. 2003 to May 2007         **Tennis Director, The Landings Racquet Club, Sarasota, FL**  
Tennis programming; Staff Management; Clinic's Coordination; Event Management; Public Relations. Adult and juniors clinics; Private lessons; Advanced player training; Pro Shop management; Stringing; Match-making services; Organized competition; Customer service, Tennis & social events. Member of the Wilson Sporting Goods Advisory Staff.
- Sept. 2002 to Feb. 2003        **Tennis Director, The Colony Beach & Tennis Resort, Longboat Key, FL**  
Tennis programming; Staff Management; Clinic's Coordination; Event Management (Hacker's Tournament); Public Relations.
- May 1996 to Sept. 2002         **Head Professional, The Colony Beach & Tennis Resort, Longboat Key, FL.**  
Adult and juniors clinics; Private lessons; Advanced player training; Stringing; Matchmaking services; Organized competition; Customer service, Tennis & social events. Member of the Wilson Sporting Goods Advisory Staff.
- April 1994 - May 1996         **Director of Development, Salum International Resources, Inc.**  
Consultant to international tennis development programs in the U.S., Europe and Latin America. Conducted Mental Toughness Training Clinics in Sarasota and Tampa, FL. Organized international exchange tours with England.
- April 1992 to April 1994        **Director of Personal Tennis Training, Inc., Sarasota, FL.**  
Director of the Junior Tennis Academy, coaching short and full-time students. Head of the Mental Toughness Training program. Supervisor of the physical fitness program conducted by Patricio Etcheberry (LGE Saddlebrook Sport Science).
- 1990 - 1992                        **Director of Audio Visual Promotions of Dr. James Loehr's Mental Toughness Training Program, Nick Bollettieri Tennis Academy, Bradenton, FL.**  
Worked with NBTA students and professionals. Organized Dr. James Loehr's Mental Toughness Training program (elite program) and developed Dr. Loehr's instructional video and audio materials.
- 1983 to Present                    **National Tester for the United States Professional Tennis Registry, Conducts TennisUniversity I certification courses. Tester in the Sarasota-Bradenton area. USPTA P1 rating, RPT & ERPT Professional ratings.**

#### **INTERNATIONAL MANAGEMENT EXPERIENCE**

- 1987 - 1997                        **President of Prac-Paddle, Inc., Paddle-Tennis international promotions company.**  
Implemented Standard Method of Instruction for Paddle, approved by the International Paddle-Tennis Association. Taught coaches' certification courses in Argentina and Spain. Producer of a Market Survey on video about "Paddle-Tennis in Argentina" for the Argentine Paddle Tennis Association.
- 1983 - 1989                        **General Manager of Tenislab, S.R.L., Tennis marketing and promotions company in Buenos Aires, Argentina.**

- 1988 - 1990                    **Director of Tennis and Paddle-Tennis at Belgrano Athletic Club, Buenos Aires, Argentina.**
- 1984 - 1989                    **Director of Sports at San Jorge Tennis Club, San Isidro, Buenos Aires, Argentina.**  
Managed all Program Development (Social and Competitive) for Tennis (10 red clay courts) and Paddle Tennis (20 courts).
- 1983 - 1990                    **Member of the Prince Advisory Staff in Argentina.**  
Grass-roots Tennis and Paddle-Tennis development through clinics and product demonstrations. Organized nationwide tennis clinics sponsored by Prince and Ellesse.
- 1982 - 1985                    **Co-Director of Tenislab Tennis Programs in Argentina and Uruguay.**  
Sponsored by Prince, Ellesse, Converse, and Diners Card International.  
Directed instructional programs in 7 clubs managing 12 teaching professionals.
- 1983                                **Member of Dennis Van der Meer's International Staff in Punta del Este, Uruguay.**  
Coached adult and junior clinics. Personal Spanish interpreter for Mr. Van der Meer.

**MEDIA EXPERIENCE**

- 1983 - 1997                    Paddle-Tennis magazines and radios from Argentina since 1983.
- 1984-1985                    Television - Channel 11 (national telecast), Argentina.  
Program title: "Children in Sports" (Estimated audience per transmission: 350,000)

**PROFESSIONAL AFFILIATIONS**

- USPTR - Pro Rating - National Tester
- USPTA - Pro Rating - P (1)
- PTR SPAIN - Pro Rating - Level III Tennis Director
- ERPT Spain - Pro Rating - Professional P (1)
- USTA Sport Science Coaching Program

**PROMINENT PLAYERS COACHED**

- Worked on specific assignments with the following players:
- C.C. Sardhina (Ranked #4 USA 12's - 2003)
  - Holden Seguso ( Top ten USA 12's - 1996/01)
  - Jessie Levine (Top ten CANADA 14's - 1996/01)
  - Paul Morrissey (#1 IRELAND 14's - 1996/01)
  - Eva & Alia Kalicinski (Top ten CANADA 12's & 14's /1996 -01)
  - Hugo Armando (#5 USA Boys 18's - 1996)
  - Betsy Nagelsen-McCormack - 1993/94
  - Tiffany Dabek (#170 SANEX WTA 1994/97)
  - Daniela Agostinone (#400 SANEX WTA 1992/94)
  - Ariel Gaitan (#1 Brazil's Boys 16's - 1990)
  - Hide Sakamoto (#1 Japan's Boys 14's - 1990)
  - Ajay Mather (#8 USA Boys 16's - 1990)
  - Sergi Bruguera (with Dr. James Loehr) - 1991
  - Guillermo Vilas (with Coach Ricardo Rivera) - 1989

**PERSONAL DATA**

- Education                      (A.S. degree) Business Management major, Manatee Comm. College (1999)  
Business Administration major, Buenos Aires National University (1976/82)
- Languages                      English and Spanish, fluently spoken and written. Basic Portuguese.
- Computers                      Experienced in Windows and Macintosh operating systems. Proficient in MS Office software suite. Video editing.

References available upon request