

EDDIE BULLOCK

Pro-Chancellor,

Eddie Bullock is a former Captain of The Professional Golfers' Association, and an international leader in golf and leisure management. As a boy in Leeds he loved sport - football and rugby at first, but at the age of 12 he turned to golf, first caddying and then playing. He showed exceptional talent and in his teens he represented Yorkshire as an amateur. After leaving school he set out on a professional golf career through an apprenticeship. He also helped in the family's hospitality businesses, and so the two foundations of his later successes were laid.

Eddie's profile and performances at international level – he competed on the European Tour between 1974 and 1981 – helped to secure his first senior appointment as head professional at the Bedford and County Golf Club from 1977 to 1987. Playing and teaching were congenial and rewarding, but he wanted to move into club management and to develop the hospitality aspects of the game. In the conservative world of golf it was considered very unusual, and even controversial, for a pro to do this, but Eddie was demonstrating the appropriate gifts and abilities, so he was appointed Secretary and then General Manager, serving in these roles for ten years.

In 1998 the prestigious Woburn Golf and Country Club headhunted Eddie as their Managing Director. Under his leadership Woburn took on major developments including the building of a third course, and became one of the world's best-known tournament venues, hosting many prominent national professional and amateur events.

In 2008 Eddie started his own Golf Consultancy business, representing high-quality brands in the golf and leisure industries. He is also a non-executive director of Golf at Goodwood. He currently sits on the board of the United Kingdom Golf Course Owners Association and is a member of the Golf Club Managers Association and the Club Managers Association of Europe. Through these national and international forums, and as a conference speaker and writer, he is widely influential as a leader in golf and leisure management. He is an authority on future golf club operations and emerging lifestyle trends, and his published articles have proved very popular among progressive golf business managers.

Eddie is passionate about golf and its future, and he has been described as a 'modernist' who wants to 'wake up' the industry and engage more young people in its leadership and management. He well deserved the sport's

highest honour when in 2011 he was invited to be Captain of the Professional Golfers' Association of Great Britain and Ireland. His role as an ambassador for golf has also brought him a very unusual award - a NATO Medal for promoting golf in Afghanistan, with Ryder Cup captain Colin Montgomerie, in 2011. Together they raised the profile of the game among UK troops and civilians, and by playing, teaching and meeting with national leaders they encouraged Afghan men, women and young people to play golf.

Eddie works closely with BU's School of Tourism. He has particularly supported the Sports Management (Golf) degree programme, not least by opening placement opportunities at high-profile golfing and leisure facilities. Students feel so greatly indebted to him for guidance and mentorship that they nominated him for this honorary degree. That almost unprecedented step says much about the impact which Eddie has made on students' lives and learning.

Pro-Chancellor, I have the honour to present Eddie Bullock, and I ask you to confer upon him the degree of Doctor of Business Administration, *honoris causa*.