Palmer promotes handful of key personnel

ORLANDO, Fla. — Arnold Palmer Golf Management has promoted several key company executives.

Tim Tierney becomes chief operating officer. Prior to the promotion, Tierney was best known for his efforts as vice president of operations at Palmer Golf.

Brian Donahue has been named director of sales and marketing. Donahue joined Palmer Golf management in June after a nine-year career in various positions within the golf course management industry.

Sue Gorman, previously manager for retail operations at Palmer, was promoted to vice president of retail.

On the food and beverage side, Chris Caserta — an industry veteran with such nationally branded franchises as Hard Rock Cafe and Planet Hollywood — has been named vice president of food and beverage operations.

In addition to successfully managing national vendor accounts, Caserta has played key roles in the staffing and training aspects of Palmer Golf’s course acquisitions.

Among others promoted was Lori Ness to vice president of information technology. Since joining the company in 1998, Ness has been largely responsible for implementing much of the new technology and infrastructure needed to keep up with the growing Palmer network of courses.

On the planning side, Charles Bracher was named director of corporate planning and Tony Leonard director of planning and analysis.

Others receiving promotions were Darlene Fountain and Christine Wilton as new assistant controllers and directors, while Lori McIlraney and Lu Ann Harkins have been made accounts receivable manager and accounts payable manager respectively. In addition, Ken Oehlers has been promoted to regional marketing manager.