

JEFF B. WILSON, CCM, PGA, LCAM

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Accomplished club executive and hospitality leader with a record of success creating and managing million-dollar budgets, overseeing property operations, and leading teams in delivering outstanding member, residential, and guest service. Adept in creating revenue-driving strategies, developing policies, mitigating risk, and maintaining open communications with the Board of Directors and executive leadership teams. Strong financial acumen complemented with diverse skills utilized to train and develop staff, motivate employees, and forge strategic business partnerships with vendors.

KEY AREAS OF EXPERTISE

Team Leadership and Motivation • Financial Management • Strategic Planning • Budgeting • Revenue Growth Capital Projects • Facility Enhancements • Club Governance • Change Management • Cost / Benefit Analysis Golf Operations • Safety Expense Control • Policy Development • Human Resources Training and Education

PROFESSIONAL HIGHLIGHTS

- **Created and implemented a free, public golf clinic with the South Florida PGA and the Sun-Sentinel Newspaper.** The clinic raised over \$120K for local charities from 1994-2000 and over 40K individuals.
- **Created, developed, and coordinated the SFPGA PGA Ambassador Program** with the PGA Tour 2003 Ford Championship at Trump Doral, which raised over \$15K for junior golf in South Florida. This Ambassador Program was also implemented at the PGA Tour Honda Pro-Am.
- **Raised over \$20K for the SFPGA Foundation to support National Golf Day**, which assisted PGA Junior Golf programs from 1994-1998. Played 200, 250, and 280 holes in one day for three years.

PROFESSIONAL EXPERIENCE

PROFESSIONAL HOSPITALITY CONSULTANT

July 2024 – Present

SMOKE RISE COUNTRY CLUB | Tucker, GA

September 2023 – June 2024

Residential community with 245 members, 18 holes of golf, a practice facility including 8 tennis courts, multiple swimming pools, a fitness facility, three restaurants, and three bars.

Operating Revenue: \$3.1M
New Financial Savings Developed: \$107K
New Annual Revenue Created: \$150K+

INTERIM GENERAL MANAGER

Supervised a \$2.1M clubhouse renovation due to a clubhouse flood in December 2022, including oversight of clubhouse designs and furnishings, restructuring a central kitchen, and spearheading the buildout of a new additional kitchen/restaurant/bar with all ventless kitchen equipment.

Key Achievements

- **Developed all new job descriptions and membership marketing initiatives and created operational and financial manuals** – Established goals and operational objectives to ensure consistency in all services.
- **Created the 2024 budget with all department heads** – Most of whom had never done a department budget before.
- **Achieved over \$257K in annual financial savings/benefits** – Developed financial saving opportunities and new revenue streams while tactfully renegotiating all vendor agreements.

HEALTH & WELL-BEING | Career Break

November 2022 – August 2023

KEMPERSPORTS – Contract Employment

May 2022 – October 2022

THORNBERRY CREEK at ONEIDA | Oneida, WI | Interim General Manager

BOBBY JONES LINKS – Contract Employment

January 2022 – May 2022

Carlisle Country Club | Carlisle, PA | Interim General Manager

KEMPERSPORTS – Contract Employment

June 2021 – December 2021

CORTE BELLA GOLF CLUB | Sun City West, AZ | Interim General Manager

BANDON DUNES GOLF RESORT | Bandon, OR | Resort Logistics and F&B Management

THE GOVERNORS CLUB | Brentwood, TN | POA Property Manager

CONTINUAL EDUCATIONAL ACHIEVEMENTS

Dec. 2019 – May 2021

PROFESSIONAL EXPERIENCE

VERONAWALK HOA (KWPMC Management) | Naples, FL

May 2018 – November 2019

Residential community with 1,900+ homes and 3,300 residents and amenities including 4 pickle ball courts, a performing arts center, 8 Har-Tru tennis courts, multiple swimming pools, fitness facility, basketball court, bocce courts, post office, gas pumps, car wash, real estate, travel agency, beauty salon, and restaurant and bar.

Homes: 1,920
Residents: 3,300
Operating Revenue: \$7.8M

GENERAL MANAGER

Supervised all HOA properties spanning 1,024 acres with over 1,900 homes to 3,300 residents and an annual operating budget of \$7.8M. Oversaw operations, maintenance, facility utilization, expenses, landscaping, community improvements, communications, social interactive entertainment, and all building amenities.

Key Achievements

- **Achieved over \$175K in annual budget savings** by developing new, mutually beneficial business partner relationships and tactfully renegotiating vendor agreements.
- **Crafted a sustainable agronomic plan** for utilization on current and forecasted capital projects and improvements to landscape and facilities.
- **Advanced the level of community communications** by implementing a weekly email blast and introducing a bi-monthly focus group to discuss and address residential concerns and ideas.

THE CLUB AT RIVERSTONE HOA (Castle Group Management) | Naples, FL

January 2018 – April 2018

Residential community with basketball courts, fitness center, 5 clay tennis courts, and 3 pools.

Homes: 800+
Operating Revenue: \$7.8M

PROPERTY MANAGER

Directed the management of HOA properties within a gated community of over 800 single-family homes with a \$3.5M annual operating budget. Supervised improvement projects, residential communications, community landscape, facility maintenance, and financial undertakings. Managed a team of leaders overseeing community activities, administration, safety, and property maintenance.

Key Achievements

- **Spearheaded various improvement projects** to enhance the physical appearance and landscaping of all facilities, clubhouse, and exterior community areas.
- **Developed bi-monthly focus groups and created weekly email blasts** to improve community communications.

HIDEAWAY COUNTRY CLUB POA | Fort Myers, FL

November 2015 – August 2017

A private country and golf club offering 18-hole golf, tennis, and fitness facilities, with over 490 homeowners and over 32K rounds of golf annually.

Members: 800
Annual Revenue: \$3.2M
Annual Dues: \$1.9M
F&B Revenue: \$300K

GENERAL MANAGER

Supervised all HOA properties spanning 1,024 acres with over 1,900 homes to 3,300 residents and an annual operating budget of \$7.8M. Oversaw operations, maintenance, facility utilization, expenses, landscaping, community improvements, communications, social interactive entertainment, and all building amenities.

Key Achievements

- **Created and managed a \$3M+ fiscal and targeted capital improvement operating budget**, including spearheading the construction of a new 14.5K sq./ft., \$4.5M clubhouse and a \$100,000 short-game and nursery green development.
- **Reduced operating costs by \$15K annually by implementing** updated risk management policies and insurance and **saved \$50K annually** with improved operational efficiencies and process improvement.
- Forged a strategic alliance with a new payroll and health benefits provider, TriNet, to **generate a \$20K reduction in health care costs.**

PROFESSIONAL EXPERIENCE

THE CLUB AT EMERALD HILLS | Hollywood, FL

August 2013 – October 2015

Semi-private 18-hole golf club with over 125 members and over 30K rounds of golf annually.

Members: 125

Annual Revenue: \$3.1M

GENERAL MANAGER

Oversaw developing and managing a \$3.1M financial budget with oversight for all operational efficiencies, amenities, member services, program development, capital improvement projects, and training and development. Developed strategies to increase revenue and implemented marketing initiatives to enhance branding.

Key Achievements

- Reduced operational expenses and introduced improved operational efficiencies, saving **more than \$75K annually**.
- Championed developing an innovative hotel concierge program to **drive hotel guest revenue up 50% and increase profits by \$20K**.

ADDITIONAL EXPERIENCE

GENERAL MANAGER | BADIN INN & GOLF CLUB | Badin, NC | 2012-2013

GENERAL MANAGER | MICCOSUKEE GOLF AND COUNTRY CLUB | Kendall, FL | 2010

DIRECTOR OF GOLF | STONEGATE GOLF CLUB AT SOLIVITA | Poinciana, FL | 2006-2009

DIRECTOR OF GOLF | SUNTREE COUNTRY CLUB | Melbourne, FL | 2004-2005

DIRECTOR OF GOLF/CLUB MANAGER | WILLIAMS ISLAND COUNTRY CLUB | North Miami, FL | 2000-2003

TOURNAMENT DIRECTOR | TRUMP NATIONAL DORAL | Doral, FL | 1992-1993 | 1998-1999

HEAD GOLF PROFESSIONAL | DON SHULA'S GOLF CLUB | Miami Lakes, FL | 1994-1997

ASSISTANT GOLF PROFESSIONAL | C.C. OF SAPPHIRE VALLEY | HIGHLANDS C.C. | LOST TREE CLUB

DETROIT GOLF CLUB | RED RUN GOLF CLUB | GREAT OAKS COUNTRY CLUB | STONEBRIDGE COUNTRY CLUB

EDUCATION, CERTIFICATIONS, AND PROFESSIONAL TRAINING

EDUCATION

Business Management | WESTERN CAROLINA UNIVERSITY | Cullowhee, NC

CERTIFICATIONS

CMAA, **CCM Certification** | CMAA, **Accounting and Financial Management Certificate** | Cornell University, **Food and Beverage Management Certificate** | PGA of America, **PGA Certified Professional, Executive Management and Golf Operations** | LCAM, **License Community Association Management** in the State of Florida

PROFESSIONAL TRAINING

Club Management Association of America (CMAA) | **Accounting and Financial Management** (February 2021) **Food and Beverage Management Certificate**, Cornell University | **BMI – Club Management**, Virtual (September 2020) | **BMI – Leadership Principles**, Los Angeles, CA (January 2020) **BMI – Food & Beverage**, University of Houston (April 2018) | **BMI – General Manager/COO**, Michigan State University (October 2017) | **CMAA World Conference** (2014, 2015, 2021, 2022, 2024) | **PGA Specialty Education – Executive Management** (May 2020)

AWARDS

Golf Professional of the Year, Southern Chapter, South Florida PGA (2003, 1997) | Bill Strausbaugh, **National Nominee**, PGA of America (2004) | **Bill Strausbaugh**, South Florida PGA (2003) | **Merchandiser of the Year**, Southern Chapter, South Florida PGA (2002) | **Bill Strausbaugh**, Southern Chapter, South Florida PGA (1996) PGA National Golf Day - **#1 Fundraiser**, South Florida PGA (1998, 1995)

COMMUNITY ACTIVITIES

March of Dimes – **Walk-A-Thon Participant** | Juvenile Diabetes, United Way, Red Cross Blood Drive – **Team Leader Career Day Speaker** at Jose Marti Middle School and Barbara Coleman High School | Joe DiMaggio Children's Hospital – **Teaching Volunteer** | Special Olympics – **Teaching Volunteer**

PROFESSIONAL MEMBERSHIPS

Club Management Association of America (CMAA) | PGA of America — **Executive Board Member**, South Florida PGA (2002 – 2003), **President**, Southern Chapter, South Florida PGA (1999 – 2000), **Chairman**, PGA Section National Golf Day, South Florida PGA (1997 – 2003), **Vice-President/Treasurer**, Southern Chapter, South Florida PGA (1997 – 1999) | Kappa Alpha Order | **Advisory Board Member**, Barry University Athletic Board (2000 – 2001)

TESTIMONIALS

"I have known Jeff for thirty years and have acquired over that time the highest regard for him as a person and a PGA Professional. He is well-admired by his fellow professionals and has a flare for creative and sound management skills. Jeff always carries himself with a true genuineness, which I admire and respect. He is the kind of professional who knows the importance of providing the personal attention members at the finest clubs have the right to expect, and he can deliver it in any club environment."

JIM MCLEAN, OWNER, JIM MCLEAN GOLF SCHOOLS

"I have personally known Jeff for over forty years before he became a PGA Professional. During this time, I have witnessed him in various positions within the golf industry, and his professionalism and cheerful outlook are a tribute to his persona. Having been a golf writer for over forty-five years, I have witnessed some of the finest PGA Professionals and, without a doubt, would count Jeff in that category."

THE LATE TIM ROSAFORTE, FORMER SENIOR WRITER, GOLF WORLD/DIGEST, GOLF CHANNEL, AND NBC

"Jeff is unusual as a PGA/CMAA Professional in that he has an excellent grasp not only of club operations and hospitality service but of sales and marketing as well. A person of action, Jeff will waste little time in moving an organization forward!"

ANDREW WOOD, LEGENDARY MARKETING

"Jeff, during his short tenure here at The Governors Club, brought the energy and focus he needed. He tackled the Board's agenda and aggressively multitasked while quickly forming professional relationships. He made professional suggestions that will come to fruition in The Governors Club, leaving his mark on the community. His prominent level of commitment and display of dedication says a lot about his character and work ethic, and he will make a positive contribution to any organization."

MARISA NOVAK, SECRETARY, THE GOVERNORS CLUB