



EXECUTIVE SUMMARY

Jeff B. Wilson is an award-winning, highly respected leader in the hospitality and club management industry, celebrated for his exceptional expertise, strategic vision, and unwavering commitment to excellence. With dual accreditations as a **Certified Club Manager (CCM)** from the **Club Managers Association of America (CMAA)** and **PGA Certified Professional in Executive Management and Golf Operations**, Jeff's credentials represent a rare blend of operational excellence and strategic leadership.

Jeff's leadership style is defined by **authenticity, accessibility, and inclusivity**. He believes that leadership is about empowering others, and he prioritizes fostering strong relationships across all levels of an organization. Jeff ensures every team member feels **valued, included, and heard**, establishing a workplace culture that thrives on diversity, respect, and collaboration.

A Proven Approach to Team Development Jeff excels at designing and implementing **comprehensive team-building strategies** that foster trust, accountability, and cohesion. Through targeted workshops, collaborative projects, and trust-building exercises, Jeff creates an environment where individuals feel motivated to contribute their best while aligning with the club's overarching goals. His emphasis on **personal accountability** encourages employees to take ownership of their roles, empowering them to voice ideas and drive meaningful contributions.

Strategic Leadership & Financial Acumen Jeff possesses exceptional **strategic thinking and financial expertise**, enabling him to guide clubs through complex operational challenges. As a trusted advisor to Boards of Directors, Jeff delivers actionable insights that align with **industry standards** and drive informed decision-making. His focus on **revenue growth, operational efficiency, and member satisfaction** reflects his dedication to continuous improvement and measurable outcomes.

A Resilient and Inspirational Leader Jeff's career journey reflects **resilience and determination** in the face of adversity. From navigating golf course closures to overcoming personal family health challenges, Jeff has consistently demonstrated his ability to adapt, overcome obstacles, and lead with unwavering resolve. His story serves as an inspiration to colleagues and team members alike, highlighting his **unshakable commitment to excellence and integrity**.

In every role he undertakes, Jeff B. Willson delivers **exceptional results**, cultivates **high-performing teams**, and drives **sustainable growth**. His unique combination of technical expertise, financial acumen, and people-first leadership positions him as a transformative leader in the hospitality industry. Jeff is not just a leader—he is a catalyst for growth, innovation, and excellence. Any organization would be fortunate to have his **visionary leadership and steadfast dedication** driving their success.

JEFF B. WILSON