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Jerry Kilby CCM (Certified Club Manager) is a former marketing manager of the Professional Golfers Association in the UK, and has been a marketing consultant to the golf industry since 1993. He has been involved in sports event and venue management and sports sponsorship negotiations in events such as the Ryder Cup and many other sports events in Europe, the Middle East and the Far East.

He was a consultant to the Malaysian and Hong Kong Golf Associations for five years working on the growth and development of their national Open Championships, both of which are now well-established as joint venture events on the European and Asian Tours.

He was the General Manager of Nad Al Sheba Club, Dubai – managing Dubai’s busiest golf facility, with over 65,000 rounds a year, golf academy and horse racecourse for five years. This multi-million pound turnover club had a staff over 260 and during his tenure, Jerry instigated a new marketing strategy which led to a major re-development programme and re-branding, ultimately leading to a re-launch and a significant growth in membership and visitor revenue and a considerable increase in operating profit.

Jerry was for seven years the part-time CEO of the Club Managers Association of Europe, where he built and developed the CMAE from an organisation with less than 150 members to over 1,000 members and a network of over 6,000 club managers. He led the team that developed the ‘Certified Club Manager’ programme for Europe and the educational pathway to CCM, called the ‘Management Development Programme’.

He has been the General Manager at two member-owned golf clubs in the UK, Woodcote Park GC and Bramley GC, both in Surrey. He currently provides independent advisory services to England Golf in the field of golf club governance and strategic planning, and is a part of a team developing the Governance Guide for UK golf clubs for the Home Unions. His clients also include the Golf Club Managers Association, ClubNet Systems and many individual golf clubs, for whom he provides a popular independent ‘Governance Review’ service, and these include Welwyn Garden City GC, Basingstoke GC, Hankley Common GC, Shooters Hill GC, Burford GC and many more.

He specialises in golf club governance and strategic planning and delivers presentations on a variety of golf business and marketing related issues as they affect the golf industry, from membership dynamics to revenue generation for clubs, and from marketing to visitors and customer service standards. He has given lectures at the Universities of Bournemouth and Stirling in the UK, Lucca in Tuscany and Montpellier in France.

He has undertaken independent ‘audits’ of the governance structures for many member-owned gofl clubs, including Welwyn Garden City GC; Knebworth GC’ Aspley Guise and Woburn Sands GC; Neath GC; Knott End GC; Shooters Hill GC and many others.

He has also helped a number of member-owned golf clubs with their transition into incorporation, and has undertaken reviews of golf club Articles, Constitutions, Rules and Bylaws.

Kanda Golf – A Selection of Previous Projects

Date	Project	Location
2007	Al Mouj Golf and Real Estate Development Advised the developer (Al Futtaim Group) on the development of an 18 hole course facility close to the airport at Muscat. Presented a report of the suitability of specialist golf course architects for the project, and advised on the site layout for optimum returns for both real estate and the golf course.	Muscat, Oman
2008	Carnegie Abbey Club Advised the owners of this established golf and country club on their international membership programmes	Rhode Island, USA
2009	Dolphin Capital Partners Advised of the suitability of sites in Cyprus for golf and real estate development, including work with the golf course architect to maximise visual impact.	Cyprus, Mediterranean
2010	Mount Harman Resort Advised the developers on the masterplan for the site, saving over 2 million dollars of construction costs at the very first meeting.	Grenada, Caribbean
2013	Orizonte Group Advised the investors (Banco Espirito Santo) on their exit strategy on their portfolio of 5 golf and real estate projects	Lisbon, Portugal
2019	Confidential Project Provided specialist golf industry advice to a global consulting practice who were undertaking a feasibility of developing a golf tourism destination in the Middle East	Middle East
2020-23	ClubNet Systems Advisor to a golf technology company, who provide management software to golf clubs and operators, to break into new markets and expand their international list of clients	UK, Ireland, KSA, Egypt and many countries in Europe
2023	Confidential Project Provided specialist golf industry advice to a global consulting practice who were undertaking a feasibility of developing a range of golf technology and entertainment facilities for an emerging community destination in the Middle East	Middle East