



Jerry Kilby is a former marketing manager of the Professional Golfers Association in the UK, and a marketing consultant to the sports & leisure 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 increase in operating profit.

Since April 2007, Jerry has been the part-time CEO of the Club Managers Association of Europe, and has been responsible for driving the growth of education and professional development for club managers throughout Europe. Under his leadership, the CMAE has grown from a small organisation to a network of over 6,500 club managers in 24 countries.

Jerry is also the part-time Executive Director of the UK Golf Course Owners Association and is a marketing consultant and trainer to many clubs and businesses in the sports and leisure industry. He was one of the first club managers to pass the CMAE’s Certified Club Manager (CCM) exam in November 2008.

He has lectured on all aspects of marketing and strategic planning for clubs in Italy, Sweden, Portugal, Spain, United Kingdom, Belgium, Finland, France and Denmark. He is a visiting lecturer at the Golf & Tourism Academy in Lucca, Tuscany, Italy and he is also a Fellow of the Institute of Direct Marketing in the UK.