

Chief Executive Officer/Chief Operations Officer/General Manager

Career history of proven success in strategically managing multi-million-dollar events, elite sporting clubs, and resort properties, and founder of a nationally acclaimed fundraising tech startup.

Dynamic, accomplished and results-oriented executive with extensive experience overseeing golf courses, country clubs, and resort properties. Proven expertise in enhancing operational efficiency, increasing membership engagement, and driving revenue growth through innovative programs and strategic partnerships. Recognized for transforming clubs into award-winning destinations with exceptional service standards and memorable member experiences. Skilled in full P&L management, project execution, and leading diverse, high-performing teams across multi-amenity facility environments. I am passionate about community engagement and sustainable club operations, dedicated to elevating member satisfaction and organizational success.

Highlights of Expertise

- Strategy Development & Execution
 - Sales & Marketing Leadership
 - Key Performance Indicator (KPI)
 - Membership Growth & Retention
 - Contract Development & Negotiation
 - Servant Leadership
 - Event and Talent Manager
 - Budget Development & Administration
 - P & L Accountability
 - Policy & Procedure Development
 - Facility Management & Promotion
 - Team Development & Leadership
 - Innovative and Creative
 - Action Oriented Event Specialist
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Founder & President, FundMeSmart LLC aka iBuddy Club, Inc (2014–Present):

Vision-driven leader as the first mover in the Give and Save Fundraising Space. Branding large and small causes and organizations to Google and Apple Marketplace, bringing technology, visibility, and compliance to the staid industry.

FundMeSmart is the best give-and-save fundraising platform on the planet, enabling public/private schools, athletic programs, community and faith-based initiatives, nonprofits, and veteran/military causes to raise more funds and awareness than ever before.

Key accomplishments

Partnered with the #1 School Fundraising Platform for decades, Entertainment, to build the first In-App campaigning fundraising platform and digital coupon book.

Mobile App Product portfolio FundMeSmart.com, GrandSlamnetwork.org, USAsoccerclub.com, NationalDefenseNetwork.org, Deals4life.com, Jeffcowins.com, CUBuffsfriendly.com, Sports4life: Designed and launched five live, mission-aligned platforms that streamline fundraising and awareness campaigns for diverse organizations.

Private-label milestone: Pioneered the first private-label fundraising platform integration for school districts in Google and Apple marketplaces, delivering district-specific, compliant fundraising experiences for the seventh-largest school district in the country and three of the largest in Colorado.

Intellectual property & monetization: Built a portfolio with five income-stream IP assets and 25+ trademarks, plus a patent-pending flow, creating durable competitive moats and scalable licensing opportunities.

Industry partnerships & influence: Collaborating with top influencers in the baseball and softball communities, as well as nonprofits serving military veterans and educational institutions nationwide, to amplify reach and impact.

Strategic evolution: Originated the Entertainment Group mobile app concept (2014) and evolved into a purpose-driven fundraising ecosystem, attracting investor interest and strategic white-label development opportunities.

Career Experience: Chief Operations Officer Doko Manor Meadows Park & Palmetto Citizens Bank Amphitheatre (2024-2026)

Oversee daily operations of the Doko Manor Event Center and Meadows Park, ensuring smooth execution of community events and facility management. Work daily with the Mayor, Town Administrator, Blythewood Chamber of Commerce, and Scout Motors to coordinate municipal projects and community programs.

Serve as a key member of the park expansion planning committee, collaborating with local officials and stakeholders to guide development initiatives.

Manage logistics and organization for the Town's largest events, including music festivals, Oktoberfest, Christmas Parade, Doko Holiday Light Show, Juneteenth celebrations, Ribfest, and Fourth of July festivities—serving audiences exceeding 10,000 residents.

Oversee wedding and corporate event planning at Doko Manor Conference Center, ensuring seamless execution and an exceptional guest experience.

Played a pivotal role in the construction and completion of a \$1.5 million pavilion and soccer field, enhancing recreational facilities for the community.

Led the revamp of systems and software for the Town's event center, improving operational efficiency and guest engagement.

Managed the installation of a \$100,000 AV system featuring four screens and advanced camera technology, elevating the venue's multimedia capabilities.

The Windermere Country Club General Manager / Chief Operating Officer (2016 to 2024)

Upon taking over Windermere Country Club in 2016, during a period of bankruptcy and foreclosure, I led a comprehensive turnaround effort. I orchestrated cross-functional teams and implemented systems to establish a

solid operational foundation. I developed and executed strategic business plans spanning one, three, and five years, along with a detailed annual budget that identified and maximized every revenue stream.

I took full P&L responsibility and accountability, leveraging my expertise in golf course management software to optimize financial performance. I recruited, trained, mentored, and managed high-performing staff, including world-class superintendents, executive chefs, PGA professionals, USPTA-certified tennis professionals, clubhouse managers, aquatics managers, and sales/membership directors.

My scope of work included overseeing multiple concurrent projects such as a food and beverage operation that consisted of daily bar and grill, five star dining and banquets, pool cabana concession, the turn pub, indoor and outdoor tennis facilities, an 18-hole championship golf course designed by Pete Dye, and a 3,000-square-foot fitness center inside a 15,000 square foot clubhouse. Operating within strict budget parameters, I designed and executed holistic sales, marketing, and revenue strategies that successfully pulled the club out of bankruptcy and foreclosure within 12 months.

I implemented innovative marketing initiatives, including a guerrilla marketing system promoting membership, services, and facilities, which contributed to consistent year-over-year sales growth and improved membership retention. I built strong community partnerships and leveraged relationships with local leaders to enhance the club's profile and outreach.

Additionally, I launched a 3,000-square-foot fitness center, which sold over 300 memberships within the first 48 hours. I hired and developed transformational leaders, capitalized on the club's Pete Dye golf course design, and converted the putting green from bent grass to Champions G2, enhancing play quality.

Furthermore, I spearheaded the creation of an innovative tennis and golf academy featuring top professionals from the Carolinas, providing a competitive advantage for the club. I also developed a successful summer camp and youth programming initiative that helped attract and retain members, supporting the club's overall growth and sustainability.

Fred Layman Ventures, Inc. (2005-2016)

Lifetime Sports & Hospitality Consulting

Fred Layman Ventures is a specialized consulting firm dedicated to elevating golf courses, country clubs, and sports & hospitality properties. We immerse ourselves in each property's unique culture and operational environment to evaluate the total guest experience and measure performance. Our goal is to identify opportunities to reduce expenses, increase membership and revenue, and enhance overall club operations.

Founder & Chief Operations Officer

Conduct comprehensive evaluations of golf courses and country clubs by analyzing operational practices, member engagement, and service delivery.

Develop strategic 30, 60, and 90-day action plans, subsequently expanding into detailed 1-year, 3-year, and 5-year strategic business plans.

Perform detailed business analyses, including competitive benchmarking, historical financial reviews, and operational breakdowns specific to club amenities and services.

Design and implement programming enhancements that increase member satisfaction and retention.

Lead sales, marketing, and membership initiatives, including demographic profiling, membership roster analysis, and pricing structure optimization.

Analyze current membership structures, classifications, and fee models to identify growth opportunities and improve revenue streams.

Address operational challenges such as staffing, staff motivation, and service standards to improve member experience.

Utilize SWOT analysis to assess internal strengths and weaknesses, as well as external opportunities and threats, informing strategic decisions.

Provide tailored recommendations to enhance club profitability, member engagement, and operational efficiency.

North Augusta Golf & Country Club (2005 to 2012)

General Manager & Principal Partner

North Augusta, GA Fred Layman Ventures, Inc.

Led the restoration and revitalization of this premier country club following a devastating clubhouse fire that destroyed the building, golf carts, and associated facilities.

Provided strategic leadership across operational, physical, and community engagement divisions, emphasizing a hands-on approach to delivering exceptional customer service and creating “wow” experiences for members, guests, and the local community while working out of trailers during the rebuilding.

Managed all aspects of club operations during one of the most competitive and challenging golf markets in the country—Augusta, Georgia—while navigating the economic downturn from 2006 to 2012.

Developed and executed comprehensive strategies to enhance brand awareness, drive membership growth, and sustain relevance amid economic and industry pressures.

Oversaw the full project lifecycle for multiple sports facilities and activities, including design, construction, budgeting, and administrative functions.

Hired, led and trained high-caliber teams—including sales professionals, culinary staff, and USTA-certified tennis professionals—fostering a culture of excellence and continuous improvement.

Identified and capitalized on untapped opportunities to enhance operational efficiency and member experience, leveraging commercial development expertise.

Designed and managed the construction of a state-of-the-art, 30,000-square-foot multipurpose clubhouse, featuring modern amenities and innovative facilities.

Managed the complex community narrative during post-fire recovery and recession periods, maintaining a positive and forward-looking club image.

Initiated and executed a highly successful membership drive, resulting in the acquisition of over 300 new members within two months of 2007.

Mount Vintage Plantation Golf and Athletic Club

Director of Operations (2002-2005)

I oversaw the grand opening of this Golf, Tennis, Swim, Fitness and F&B mega project to the members and public. Safeguard and augmented the efficiencies of the company’s operations to

facilitate accelerating development and long-term success. Used intellect and vision to articulate strategy as well as tactical execution management. Always achieve desired results by establishing clear goals, objectives, and timelines for the team. Held self and team accountable by inspiring a commitment to tasks and getting the whole team aligned and focused on a common vision.

Developed and implemented one, two and five-year business plans and incorporated a marketing campaign that generated instant Membership and positive cash flow.

Consulted with world renown Golf Course Architect, Tom Jackson, to define final layouts of course and lots.

Hiring a first-class staff has made Mount Vintage Plantation Athletic Club and Town Center one of the finest all-around clubs in the country.

Additional professional experience as CEO, COO, Director of Operations, & Tennis Director available.

Education and Credentials:

Columbine High School Tennis Team Captain, Golf Team Captain, placed 4th in State of Colorado Tennis

Bethany College Full Ride Scholarship Played for World Renown Peak Performance Coach Dr. Bryce Young
Affiliations: CMAA, NGCOA, USGA, SCGA, GSGA, GGA, USPTA, Elite Pro, USTA Life Member, TIA, USRSA, Chairman & Board Member of The Greater Palm Springs Celebrity Pro-Am Golf Tournament Masters Event Housing Host, Chairman CSRA Golf Club Association, Kraft Foods Pro Am Honda Classic, Host Asahi Ryokuken International Championships, Assistant Operations Director the Lipton Tennis Tournament. A key role in assisting Butch Buchholz's to raise the charitable impact, profile and entertainment and social atmosphere of the Cadillac World Golf Championships.

Character Qualities

- Naturally discrete, recognizing the need for confidentiality is paramount; being able to work within a well-defined corporate culture with many very successful executives.
- Possess a demonstrated ability to lead others by setting a great example, being very even tempered, poised, persuasive and humble.
- Apply specific focus on consistently enhancing an extraordinary experience for the Members and their guests. Has an impeccable "eye for detail."
- A "Courageous Thought Partner" with the Directors and other key team members as they continue to evolve and enhance all operations and club activities; having enough confidence to 'hold my own' while possessing enough humility to "know what you don't know."
- Recognize that "no dream is too big" when it comes to enhancing the operation and/or experience for the Members and their guests. The ability to conceptualize, articulate, and, when appropriate, execute such dreams is critical.
- Act as the positive, upbeat leader of the Club, who intuitively exemplifies the standards of decorum and has the experience necessary to meet the Mission, proactively leading the team to provide world-class service and the highest quality in all that they do.
- Ensure that direct reports are performing at the highest level, holding them accountable as needed, as well as setting clear goals and objectives and providing the resources to achieve them.
- Provide proactive leadership to all constituents with the ability to define key strategies and then deliver on all initiatives for the Club.
- Assure a consistent, efficient, seamless daily operation of all Club operations, an operation where the goal is to exceed Member and guest expectations, each day.
- Be an outstanding communicator, both verbally and in writing, demonstrating a key grasp of the subject at hand. Being comfortable in leadership and staff presentations is paramount.
- Ensure that strategic issues are identified, and roadmaps are established for their development, execution, and resolution.
- Raise issues of note with the Senior Director, Club and Hospitality Operations and other key stakeholders, providing realistic observations regarding their impact and importance, while providing recommended solutions when necessary.
- Be highly involved and present to the Membership and guests with a "hands-on approach," especially focused when the Club is in peak operation.
- Recognize that the role requires an active presence, with five to six days' work.
- Embrace the need to occasionally travel, both domestically and internationally, to represent the golf and tennis community.
- Represent the Club as appropriate in both the local and golf community, in coordination with the core values.
- Successfully administer business while meeting annual tactical, strategic, business and financial objectives; actively participate in the preparation of annual operating and capital budgets.
- Maintain a sharp focus on the key priorities, goals, and objectives that have been mutually established and reviewed in conjunction with the Senior Director.
- Make necessary and sometimes bold decisions in the best interest of the Club.
- Provide professional guidance and oversight consistent with all operating standards and policies.
- Partner with Human Resources on many staff-related policies and initiatives.
- Carefully oversee and execute capital projects, ensuring that they are well-constructed, meeting both immediate and long-term needs, and are accomplished with appropriate controls and safeguards to

meet all financial projections.

- Identify, prioritize and manage current and future business and/or opportunities.
- Ensure that operations conform with all applicable local, state, and federal laws.

KEY ATTRIBUTES

- **Integrity:** Consistently focused on maintaining the Club's core values and guiding principles; works extensively on trust building skills toward creating confidence within the organization; is genuine and authentic and capable of 'straight talk' communication; is the consummate ambassador for the Club in all settings; is a credible, consistent leader at all times; always display an intense commitment to do the right thing for the right reason, regardless of the circumstance.
- **Member/Service Focused:** dedicated to exceeding the expectations of the Members and their guests; gets first-hand Member information and uses it for improvements in all products, programs and services; always acts with the Members in mind; establishes and maintains effective relationships with the Members and gains their trust and respect; focused leader that always displays a "service heart" to both the Membership and their fellow employees.
- **Humility:** Knows what I don't know and isn't afraid to ask.
- **Self-Awareness:** Has a keen sense of personal situation and is willing to embrace the quality of life in any sized community.
- **Charismatic:** Possesses a seasoned, sound, savvy executive presence, and magnetic leadership style.
- **Action Oriented:** Enjoys working hard; is action oriented and full of energy for the things seen as challenging; seizes more opportunities than others. Recognizes that the role is "a marathon, not a sprint," and can be calibrated appropriately. Has the innate ability to "roll up the sleeves" when necessary and is not looking to be the center of attention.
- **Decision Quality:** Makes good timely decisions based upon a mixture of analysis, wisdom, experience, common sense, and judgment; most solutions and suggestions should turn out to be correct and accurate when judged over time; sought out by others for advice and solution; considered a subject matter expert in many areas.
- **Servant Leadership:** Knows the role of supporting the staff in accomplishing their objectives and goals, as well as serving the Membership.
- **Execution:** Has the intellect and vision to articulate strategy as well as tactical/execution management; an executive/leader with vision and breadth as well as a capable manager; always achieves desired results; establishes clear goals, objectives, and timelines for the team; holds self and team accountable; inspires a commitment to tasks and knows how to get things done; gets the whole team aligned and focused around a common vision.
- **Hiring and Staffing:** Has a keen sense for talent; hires the best people available whether from inside or outside; knows where to search for talent for the long term, for both seasonal and year round needs; is not afraid of selecting strong people; assembles talented team members who work well together as a high-performing team; achieves results by leveraging others, delegating effectively, and not needing to drive everything personally.
- **Innovation and Creativity:** Is good at bringing creative ideas to the market; has good judgment about what new things and suggestions will work; can facilitate team brainstorming; can project how potential ideas may play out to the Club's advantage.
- **Listening/Flexibility:** Practices attentive and active listening; has the patience to hear people out; can accurately restate the opinions of others even when disagreeing. Able to manage ambiguity and multiple constituencies comfortably; capable of managing conflicting constituencies while still moving ahead and maintaining positive relationships.
- **Humor:** Has a positive and constructive sense of humor; can laugh at himself and with others; when appropriate uses humor to tactfully diffuse tension; does not, however, make mistakes in areas requiring decorum.

Website Developer Portfolio

<https://fredlayman.com/>

<https://fundmesmart.com/>

<https://grandslamnetwork.org/>

<https://nationaldefensenetwork.org/>

<https://deals4life.com/>

<https://dokomanor.com/>

<https://www.windermereclubsc.com/>

<https://fredlaymantennis.com/>

<https://sports4life.org/>

<https://fredylayman.com/>

<https://usasoccerclub.com/>