



### Speaker profile Neil Hobday

Neil Hobday, Project Director Trump International Golf Links, Scotland, has been involved in the golf business for 20 years. He managed the business affairs of some of the world's top professional golfers whilst working for Mark MacCormack at IMG. His clients included Colin Montgomerie, Sam Torrance, Paul Lawrie, Eduard Romero, Laura Davies and Roger Davis.

He was a founding director of David Murray's sports management company Carnegie Sports International and helped establish offices, operations and clients in Edinburgh, New York and London. Whilst there he also established joint ventures with Jack Nicklaus's Golden Bear Group and The Lyle Anderson Company.

In 1995 Neil was asked to lead the development and operations at Loch Lomond Golf Club which saw the club achieve 47<sup>th</sup> Best Course in the world in 1996. Neil also conceived, negotiated, established and ran the World International which has become the Scottish Open, an event considered the best non-major in golf.

In 1999 Neil created his own consultancy company. Clients included Kingsbarns Golf Links, The Finest Golf Club of the world, Manor Kingdom and a range of landowner golf clubs and golf-related developments.

In 2005 Neil met Donald J Trump and persuaded him to acquire Menie Estate near Aberdeen to create a links course capable of hosting an Open Championship. Neil's role as Project Director is to orchestrate all elements of the development from planning to operations.

