

Simon Sheperdson – Director, Development & Project



*Simon is one of the region's leading club experts, having spent more than 30 years in Asia, during which he has been involved with more than 100 club projects.*

*Simon spent six years with CCA International, the premium developer and operator of private clubs in the Asian region and in his capacity of Director of Development helped to establish 25 clubs around Asia during his time with the company – from city clubs to residential, athletic, golf and country clubs.*

*In 1996 Simon joined International Leisure Consultants in Hong Kong as a Director and has been responsible for the development of the Company as a respected consultancy company with a growing portfolio incorporating feasibility, planning and development projects.*

## Summary

- Formerly Managing Director of Asian PGA Services, involved from inception and beyond.
- Experienced operator of multiple sports centres plus entertainment and leisure facilities in Europe & Hong Kong
- Six years with CCA International in project development capacity, establishing over 25 clubs across Asia.
- Involved with the establishment of more than 20 golf clubs in the Asia region.

Feasibility & opportunity evaluation  
Planning support  
Positioning & concept character

Project technical services  
Management strategy  
Marketing & sales

Pre-opening services  
Management services  
Business reviews & audits

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