

Glenn Prillaman

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PROFESSIONAL SUMMARY

Executive leader bridging the worlds of premium golf destination development and complex FF&E budget execution. Leveraging a 30-year foundation as a PGA of America Member alongside a multi-decade tenure in the FF&E industry, serving as President & CEO of a publicly-traded company. Currently focusing on guiding owners and developers of elite golf properties through the critical early stages of capital planning. Protects ownership by governing FF&E decisions—aligning design intent with supply chain realities to ensure the final on-property experience reflects the initial vision without downstream capital risk or budget overruns.

CORE COMPETENCIES

- Elite Golf Destination/Club Development w/ Premium Experiential Lodging
- Design, Engineering, Global Manufacturing & Supply Chain Realities
- Capital Risk Reduction & Execution Alignment
- FF&E Decision Governance & Capital Planning
- Owner & Developer Advisory

PROFESSIONAL EXPERIENCE

Sherpa FF&E

FOUNDER

JUNE 2023 – PRESENT

- Integrated FF&E execution system acting as an extension of ownership for luxury hospitality and premium golf destination properties accountable for final project outcomes, ensuring capital constraints and design intent remain absolutely aligned throughout the build.
- Bridge the gap between design concept and manufacturing reality, implementing a system of early definitions eliminating downstream execution risks prior to capital deployment.

Dormie Network

MEMBERSHIP & DEVELOPMENT

NOVEMBER 2019 – JUNE 2023

- Developed corporate partnerships and network relationships for a portfolio of highly curated, private destination golf properties.
- Developed a deep operational understanding of the premium overnight experiential lodging expectations demanded by high-net-worth members and guests and connected ownership with the partnerships that co-founded Sherpa FF&E.

REVGEN Agency

CO-FOUNDER

AUGUST 2018 – PRESENT

- Spearhead business and membership development for elite private golf club destinations.
- Conceptualize, form, and implement growth-oriented strategies tailored to specific client needs and market opportunities.

Stanley Furniture

PRESIDENT & CEO

JANUARY 1999 – DECEMBER 2017

- Senior executive for nearly 20 years and President & CEO of publicly-traded company for almost a decade gaining deep, practical expertise in global furniture manufacturing, supply chain logistics, material sourcing, and scale—knowledge now leveraged to protect hospitality developers from procurement pitfalls.
- Directed overall corporate strategy, modernizing the business and driving development through technology infrastructure and brand positioning.

Softspikes, LLC

ACCOUNT EXECUTIVE

JUNE 1997 – JUNE 1999

- Sole field sales representative, partnering directly with golf club owners, General Managers, and Boards of Directors executing strategic initiatives in the field to ban the use of metal cleats.
- Drove a 10x change in sales trajectory, significantly impacting the nationwide transition to alternative cleats in the game of golf, contributing to one of the equipment industry's biggest paradigm shifts in half a century.

EDUCATION, AFFILIATIONS & CERTIFICATIONS

Roanoke College

Bachelor of Arts (B.A.), Business Administration

1989 – 1993

PGA of America

Class A Member

JAN 1996 – PRESENT

Maintained deep ties to the golf industry throughout corporate executive career, remaining an active and connected member of the premier golf professional organization.