



Damon S. DeVito, Managing Director

Damon DeVito is responsible for identifying growth opportunities for Affinity and our clients through strategic planning, business development and marketing. He has been published or interviewed for industry publications including: *Club & Resort Business*, *Private Club Advisor*, *Crittenden Inc.*, *Club Executive*, *Washington Post*, *USA Today*, *Commonwealth Golfer*, *Golfstyles*, and *MRM News*.

In his 16 years of experience in the club industry, DeVito has created membership launches for new clubs, rejuvenated stalled membership recruitment at existing clubs, conducted golf course acquisition and feasibility studies for private investors, developers and created and implemented turnaround plans for existing golf properties. He has consulted for golf management companies including Billy Casper Golf Management and EAGL. DeVito has also advised other golf-related businesses, including publishers and manufacturers, on strategy, marketing and e-commerce opportunities.

Prior to forming Affinity, DeVito was the Membership Director and Director of Real Estate at Keswick Club and Estate from its third year of operations. Keswick faced the challenge of being the newest and most costly entrant to the sixth most saturated private club market in the United States. DeVito spearheaded member recruitment efforts that led the club from 38 golf members in 1994 to over 325 in 1997; during that span Keswick was the only private club in the market to experience growth in non-real estate oriented membership recruitment.

DeVito also served as a consultant with Boston-based Corporate Decisions, Inc. (CDI, now Mercer and Associates). At CDI, DeVito provided strategic counsel on marketing strategies, sales force issues, and product development to Fortune 500 companies. DeVito has a MBA from the University of Virginia's Darden School of Business where he finished in the top ten percent of his class and was awarded the Samuel Forrest Hyde Fellowship Award and the Class of 1967 scholarship.

DeVito also holds a BA in Economics from the University of Pennsylvania and a BS in Finance from the Wharton School of Business. As an undergraduate, DeVito co-founded the University of Pennsylvania Student Federal Credit Union, a student-run credit union with a 100% volunteer workforce that is now the largest of its kind in the nation with deposits of \$8.4 million.

Since 2000 he has raised over \$750,000 for the University of Virginia Children's Hospital by organizing celebrity golf fundraisers and silent and live auctions.

DeVito is a member of the Alumni Advisory Council of the Wharton Sports Business Initiative. Recognized as one of the most creative marketing and membership professionals in the industry, DeVito was selected to serve the WSBI to help forge a partnership among top-level sports business leaders, Wharton faculty and students.