



## **David R. Swales, Managing Director**

David Swales oversees operations at client properties including quality control, financial reporting, procedures and human resources. Prior to Affinity, he managed a number of golf clubs and hospitality businesses, including the prestigious Wentworth Club (PGA Championship, World Match Play) in England, Keswick Club and Estate in Charlottesville, Virginia and several fine European hotels.

As Wentworth's Club Manager, Swales oversaw operations for the exclusive private club for 3,000 members including three championship golf courses, an executive course, twenty guest rooms, and twenty-four tennis courts. Swales acted as a liaison to IMG and other tournament representatives for events held at the famous West Course (also known as Burma Road) – that is the annual host to the Volvo PGA Championship in May, and the World Match Play each fall. During Swales' tenure at Wentworth, the Club's Head Touring Professional was seven-time Ryder Cup player and twice European Team Captain Bernard Gallacher.

Noted retailer Sir Bernard Ashley (Laura Ashley) recruited Swales for the club manager position at Keswick, which was owned by Ashley House Hotels, during construction of the \$50 million property. Swales managed all aspects of daily operations at the high-end club. In 1998, Swales was assigned additional responsibilities in a promotion to Estate & Club Director including maintenance, development and construction management for the 600-acre estate and golf course. Swales also chaired both the Board of Governors and Homeowners' Association.

Swales also gathered extensive hotel operations and food & beverage experience with two of Europe's major hotel companies: Trust House Forte and Mount Charlotte-Thistle Hotel Group, having been the General Manager at the Shelley's Hotel, a small luxury property in the former home of the famous poet John Shelley in Lewes, East Sussex; the Deputy General Manager at the Kennedy Hotel in London, and Assistant Food & Beverage Manager and Banqueting Manager at Park Court and White's Hotel in London. Swales holds a Bachelor of Arts in Hotel Management from Fitzwilliam College, in Cambridge, UK.