



CHARLES LORIMER

Director of Recruitment & Senior Advisor

Charles is a Senior Advisor and Recruitment Director at Fresh Golf Solutions. In his role, Charles provides searches in Ontario and beyond for recruitment opportunities.

An experienced executive with a broad range of senior roles within the golf, entertainment, and hospitality sectors, Charles is well-regarded and respected throughout Canada and internationally.



Charles is a great addition to the team at Fresh Golf. His experience with golf industry leaders will be invaluable in making connections with our colleagues from coast to coast. On behalf of myself and the other Senior Advisors of Fresh Golf, we look forward to collaborating with Charles and incorporating his extensive knowledge in the club industry.

- **Scott Kolb**, Founder of Fresh Golf and Lead Recruiter

TRACK RECORD IN THE INDUSTRY

Starting his executive career, Charles spent 16 years at ClubLink Enterprises serving as Vice President in numerous roles, including operations, business development, sales, and marketing. From there, he became the COO of Pacific Links International. In his role, he successfully launched a global reciprocal network of 600+ private clubs, granting over 350,000 members access to private golf courses in more than 30 countries.

Recently, Charles founded Kings Ridge Group serving golf and hospitality organizations in a consulting capacity. His services include facilitating private club board retreats, developing sales and marketing solutions, creating brand standards, and rebuilding club governance models. Kings Ridge Group is also the exclusive Canadian distributor of Pacesetter Technology - the leader in building private club custom apps.