

BEAU WELLING, FOUNDER & CEO



Beau Welling is the founder and visionary of Beau Welling Design, a uniquely diverse professional team based in Greenville, South Carolina and focused on intellectually-driven design.

Beau maintains an incredible passion and fervor for intellectual and creative pursuits, which can be evidenced in his diverse background. Beau earned a degree in physics from Brown University, where he was a member of the Brown University Bears golf team. Having a keen interest in golf course design, Beau also studied landscape architecture at the Rhode Island School of Design while also being afforded the opportunity to visit and play many “Golden Age” golf courses in the Northeast. He later attended Trinity College in Dublin, Ireland as a visiting scholar where

he was exposed to links golf for the first time. Ultimately, he returned home to earn a master’s degree in International Business from the University of South Carolina.

Having begun his career as an investment banker, Beau was coaxed away from the world of finance by Tom Fazio, who initiated him into the golf world. Assisting Mr. Fazio for over a decade, Beau oversaw the design and completion of over 90 new and renovated golf courses, led the firm’s overall management and growth, and guided his considerable charitable endeavors.

Drawing on his educational and professional experience, as well as an enthusiasm for a wide range of interests from network science and psychology to contemporary art and literature, Beau solidified his presence as a respected businessman, innovator, designer, and planner by establishing Beau Welling Design (BWD) in 2007. BWD serves as an arena where he can utilize his strengths and passions related to business, design, planning, and art in making impacts on the global community through the game of golf and thoughtful community placemaking.

Through Beau’s leadership, the BWD team brings authentic solutions to golf course design, master planning, and renovation projects around the world. Responsive and creative, BWD seeks to connect the history and spirit of place with golfers’ contemporary needs and wants. BWD offers a unique blend of technical, creative, and innovative expertise in service of a game that the team believes should be a fun and memorable experience for golfers of all skill levels. The common theme through all BWD projects is a focus on strategic, option-oriented golf that also maintains playability for all levels of golfers.

Beau has come to realize the importance of not just designing physical environments, but also the incredible value of creating intangible attributes and assets to go along with material

forms and spaces. Thus, at the heart of each BWD project is the goal to build something that is more than just the sum of its parts. BWD does not just seek to create a golf course, a residential community, or a public space, but, rather, places that promote life moments and add value to the human experience.

With the assembled team of like-minded individuals, BWD applies a holistic methodology to every project, seeking to create truly experiential environments that achieve fundamental goals and objectives. BWD has grown into a global enterprise with its golf course design business active throughout the world, including consulting work for Tiger Woods and TGR Design, over the past decade.

Beau recently led leading BWD's involvement in PGA Frisco, which has been hailed as the "Modern Home of American Golf" and was named the No. 1 Texas Resort Hotel in 2024 by Time + Leisure. Having been recognized as a forward-thinking innovator, Beau, with his team, is not only designing one of the championship courses, but is also responsible for master planning the entire development which includes extensive "golf entertainment" and "grow the game" initiatives. Other recent projects for the firm include three well-received, successful renovation projects at Pelican Golf Club (Belleair, FL), Greenwich Country Club (Greenwich, CT), and The Valley Club (Hailey, ID).

For his contributions to golf course design and planning, Beau was appointed in 2015 to serve on the national Urban Land Institute (ULI) Recreation Council.

Outside his work at BWD, Beau is well known for his involvement with the winter Olympic sport of curling. He was first captivated by the sport during the 1988 Winter Olympic Games in Calgary but has been actively involved since the 2006 Torino Games. For his service to the sport, Beau was elected President of the World Curling Federation in 2022, having previously served as Director from 2018-2022. He has also served on the Board of USA Curling, founded the Palmetto Curling Club in Greenville, SC, and served as U.S. representative to the World Curling Federation.

EDUCATION

University of South Carolina, Columbia, SC

Masters in International Business Studies

Brown University, Providence, RI

Bachelor of Science, Physics

Rhode Island School of Design, Providence, RI

Landscape Architecture

Trinity College, Dublin, Ireland

Visiting Scholar

PAST EXPERIENCE

• **Fazio Golf Course Designers** – Executive Vice President

• **Okeechobee Championship Golf** – President

• **Carolina First Bank** – Vice President, Director of International Banking

• **Interstate/Johnson Lane Corporation** – Associate, Investment Banking