

A Professional Dreamer

An Interview with Dominik Senn, President and Chairman, Panther National

EDITORS' NOTE *Dominik Senn is a former professional alpine ski racer from Switzerland. Senn is the founder of the international sports agency 4sports & Entertainment AG, and Centaur Golf International AG which is the development company of Panther National, and serves as its President and Chairman. 4sports is one of the world's leading integrated sports marketing agencies and talent representation companies. Since 1995, Senn's companies have represented world class athletes in skiing, tennis, hockey, soccer, and golf. As a sports agent, Senn represented numerous tennis champions, NHL players and PGA Tour golfers, among them major champions and multiple PGA Tour winners. Senn is the founder and visionary behind Panther National, the first ultra-modern contemporary golf, lifestyle, and country club in North America located in Palm Beach Gardens, Florida.*



Dominik Senn

Jupiter and Palm Beach, I was surprised to see how dated the golf clubs, restaurants and homes were and I started believing that there was a market for the first modern golf and country club in Florida. This was the genesis for Panther National – to fill a void that I believe existed in the luxury real estate and golf markets, both in South Florida and across the U.S.

How do you describe the Panther National experience?

There are many golf clubs and golf club communities in South Florida, so we wanted to differentiate Panther National in almost every aspect. Panther National is the first golf community to be built in Palm Beach County in over 20 years, so it appeals to an entirely new generation of buyers and members looking to invest in a modern, lifestyle-driven golf gated community. The golf course was designed after my vision and landform planning in partnership with golf legend Jack Nicklaus and current PGA Tour star Justin Thomas. This project is Justin's first course design. The ability to combine Jack's traditional design style

with the modern approach of Justin bridges the generational divide and offers an unmatched new golf experience. We brought together the perspectives of two generations of leaders in golf to create Panther National.

The course design is open and links-like with steep elevation changes, dramatic vistas, and includes features unlike any other course in Florida. It can play over 8,000 yards from the JT tees down to 4,500 yards, which provides a diversity in length for the course to be challenging for the top golfer, while also enjoyable to play for members of all skill levels. In addition, Panther National further differentiates itself by offering custom modern estates, designed by world-renowned Miami-based architect Max Strang, and premium community amenities including The Clubhouse and Lifestyle Club for a true luxury experience.

We also wanted to create a relaxed atmosphere where you can go into a Michelin-inspired restaurant in our community with shorts and a t-shirt and feel comfortable. Similarly, you can wear shorts or a sweatshirt to play golf. We have built an atmosphere where as long as you treat other people well and act properly, you are able to be yourself.

Will you discuss your career journey?

I was a professional alpine ski racer from Switzerland, and was later in my career represented by IMG, an American company. This was around 1995 which was at the very beginning of the sports management world development. I felt that I had the knowledge, the contacts and the personality to build my own sports management company. Soon after I was approached by fellow skiers who wanted me to represent them. We started with skiing, and then moved into hockey which is also a very popular sport in Switzerland and the surrounding countries. In the following years, we brought many players from Europe to the NHL. This led organically to becoming involved with other sports such as tennis, soccer and many others. In 2006, I created a golf division because I was convinced that we would have a great chance to bring the Swiss luxury goods industry to the international golf market.

In 2013, I moved our golf office from London to Jupiter, Florida, because the PGA Tour was the dominating pro tour in golf, and many European players began playing on the PGA Tour and moved to Florida. When I was looking for a home in the Jupiter/Palm Beach County area, I also wanted to find a golf club with a great golf course since I was a golf enthusiast myself. With all the money in the areas of



Dominik Senn in a downhill skiing competition

When you reflect on your initial vision for Panther National, was the final product what you had expected?

This is probably the first project in my life that came out better than I had envisioned. I think this is because of the process of working together with Jack and Justin, along with our golf team, to create something that is new in the market. Panther National appeals to people who want to be a part of a dynamic community and who are looking for a healthy, active lifestyle.

Did you know at an early age that you had an entrepreneurial spirit and desire to build your own business?

I always knew that I was an ambitious person. I would not necessarily say that I am an entrepreneur, but rather that I am a professional dreamer. When I was three years old and I started skiing, I could envision myself winning medals and I programmed myself to achieve it. That's what I still do today. I think it was also important that I was never money-driven. I was focused on ideas, dreams, and on the quality process to achieve the highest goals. The product has always been my priority, and if you create the right product, then financial success will follow.

How do you approach your management style?

I am a motivator and I like to lead by example. I give people a lot of responsibility and let them do their jobs.

Do you get the same exhilaration from your businesses successes as you did from winning medals as a professional alpine skier?

It is very similar in both a positive and a sad way. In a positive way, to put in the work and achieve your goals is challenging but also



Dominik Senn, Chris Cochran (Nicklaus Design Senior Designer), Justin Thomas (PGA Professional/Panther National Co-Designer) and Jack Nicklaus (Golfing Legend and Panther National Co-Designer), during the early stages of course development

joyful, so when it happens it is an amazing feeling. This is fulfilling your purpose. On the other hand, it is also kind of sad because when you achieve it, there is a moment of quietness and emptiness when you start to think about what is next.

It is important to enjoy the journey and to be in the moment. There are times at Panther National when I will play two or three holes and then take a moment to stop and sit in the cart, enjoy the nature, and appreciate what we created. ●



Hole 12 at Panther National



Dominik Senn at Panther National