

George West grew up in Massachusetts and got into the golf business by caddying and playing in high school. He played college golf at Bentley University. His first job in golf was as a sales representative in 1992 with Lynx Golf, which caused him to move to LA. After 6 years there, he moved back to Massachusetts to work with Champ Spikes. He then joined Bag Boy/Dynamic Brands in 2005. In 2009, he became an independent rep and continues that until this day. He currently represents Levelwear, Tempercrafter, Clicgear, Origins of Golf, Alfred/E-wheels, Tour Edge, Volvik, Bionic, and GT Supply.

George is married to Shelly and has three children: Andrew (21), Danielle (22) and Brittany (25). He loves the area and his customers and considers the Middle Atlantic his home. His family is established here, and they would never consider moving anywhere else.