

3131 Turtle Creek Blvd Suite 200
Dallas, TX 75219
682.334.2155 | info@amdperformance.com



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THE AMPD STORY

AMPD Golf Fitness was established by Damon Goddard and Andrew Banner in 2013, with one goal in mind- to create the standard in the golf fitness industry through bio-mechanical golf-specific programming and physiological recovery.

After four years of producing champions at all levels of game and a passion and desire to continue to change the shape of golf and fitness, AMPD Golf Performance was founded. With a new name came a refined direction, a new location and new leadership under the direction of former banking executive, Phil Donnelly.

AMPD Golf Performance was born from a passion to utilize the platform built for developing athletic golf champions through implementation of innovation and technology to elevate the ceiling of athletes from novice to pro alike. AMPD's technology produces dynamic golf-athletes more efficient and effective, using data and research to constantly improve the way we train.

ABOUT US

OUR WHY

Every golfer in the AMPD system has a passion that drives them to achieve their goals in golf and life. Within that system, our golf fitness coaches challenge each athlete to identify and define the WHY. It is within this why that a system is built.

OUR VISION

To change the way golfers pursue their physical well-being and golf performance goals through amplified movement, accelerated recovery, and advanced analysis.

OUR PROCESS

The process begins with our in-depth EDGE-Assess™ which identifies where stability and mobility are limited, and stress is currently placed upon each joint in the body. Next, we have the athlete complete a series of performance tests which provide us key performance indicators. Altogether, this information goes through our Test, Analyze, Collaborate and Program process to best design a road map that each golfer can use to “unleash their swing.” These testing protocols are the backbone of the AMPD system. We continually test, analyze and collaborate on the KPI’s to track and monitor progress to ensure the most efficient and effective performance results.

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OUR TEAM

The AMPD team is a group of talented, specialized trainers & coaches devoted to developing the inner-athlete. The never-ending pursuit of perfection in sport and life is best transformed with a team of dedicated supporters working together with a unified approach. Those who join the AMPD team and commit to the process reap the benefits of our achievements.

Phil Donnelly - President & CEO

Andrew Banner - VP & Director of Operations

Damon Goddard - Director of Performance

Tim Mahoney - Director of Instruction

Sean Carey - Sports Performance Coach

Andrew Cummings - Sports Performance Coach

Seth Klarin - Sports Performance Coach

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PHIL DONNELLY - PRESIDENT & CEO

Phil spent the past thirty years as an executive in the banking and finance industry, serving in various leadership roles and as a general counsel and secretary to the boards of a number of financial institutions, including that of Berkshire Hathaway subsidiary. Phil has extensive experience in M&A including the acquisition of numerous financial institutions and portfolio companies. Prior to becoming a co-founder of AGP, Phil was EVP, General Counsel and part-owner of a large regional bank in the Pacific Northwest; helping create, after nine successful acquisitions, a \$10 billion financial institution.

Phil brings to AGP, a passion for fitness and golf, and is committed to providing all clients, from those seeking to improve their quality of life, those seeking to improve their fitness and golf swing, and those seeking life outside of the PGA or LPGA Tours, a quality and personalized experience at any of our facilities.

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OUR ATHLETES

AMPD has worked with some of the world's best golf athletes.

Jordan Spieth - Pro Golfer

Carlos Ortiz - Pro Golfer

Ilhee Lee - Pro Golfer

Kelly Kraft - Pro Golfer

Ryan Grider - College Golfer

Maddie Szeryk - College Golfer

Gerardo Ruiz - Pro Golfer

D.H. Lee - Pro Golfer

Candie Kung - Pro Golfer

Alejandra Llana - Pro Golfer

Sean Wilcox - College Golfer

Rafael Becker - Pro Golfer

Ty Dunlap - Pro Golfer

Chad Pheifer - Pro Golfer

Sydney Cavin - College Golfer

Flor Canando - Pro Golfer

Jaclyn Jansen - Pro Golfer

Andrew Garner - Pro Golfer

Alex Carpenter - Pro Golfer

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EDGE-ASSESS™

EDGE-Assess™ is our proprietary athlete assessment protocol. Each and every fitness program begins with a personal EDGE-Assess™ session at either our AMPD Training Facility in Dallas, TX, or utilizing our online platform, where our coaches run a rigorous assessment of the athlete.

Individualized Programming

EDGE-Assess™ identifies key areas of performance gain opportunities, unique to each athlete. This process allows our coaches to develop an entirely personal customized training program specific to your needs and goal.

Cutting Edge Analysis

Our proprietary EDGE-Assess™ protocol utilizes cutting-edge technology to analyze each athlete's entire game potential. Range of motion, swing biomechanics, hip strength and mobility, balance, injury analysis and flexibility. AMPD Golf Performance is a data-driven training facility first.

The Difference

With over 30 years of combined experience, see how AMPD Golf Performance can take your golf training program far past the level of expectancy, setting the bar for your level of play; nearly out of reach.

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MEDIA



Golf Digest

Golf News



Damon Goddard and AMPD Golf Performance Named Best in Golf Fitness by Golf Digest

First-of-its-kind list features top 50 Golf Fitness Professionals in America

DALLAS, December 6, 2017-- Golf Digest has released their [2017-2018 50 Best Golf-Fitness Professionals](#) and leading the charge is Dallas' own Damon Goddard, the highly sought-after physical trainer who has been a force behind the performance and fitness success of Jordan Spieth. Goddard, partner at [AMPD Golf Performance](#), is considered one of the leading experts in golf performance conditioning and, in addition to Spieth, currently works with a host of PGA, LPGA, collegiate and elite junior golfers.

"I have been in the business of sports performance for almost 20 years. I began working with a few PGA pros about 10 years ago and saw a need to help more players incorporate strength and conditioning into their golf game. I take an all-encompassing approach to training in order to get clients' overall athleticism to the highest level," Goddard explains.

"To be considered as one of the best by Golf Digest is an unbelievable step in my journey as a trainer. I constantly challenge the standard in the golf fitness industry through implementation of innovation and technology. The key has truly been to have heightened focus and relentless execution through amplified movement, accelerated recovery and advanced performance."

Golf Digest's 50 Best Golf-Fitness Professionals in America list is the first of its kind by a fitness- or golf-media company. It compiled by Golf Digest's expert panel of trainers, chiropractors, physical therapists and doctors who nominated their peers based on their knowledge of the game, their knowledge of exercise physiology and biomechanics, and how they apply both in working with clients.

About Damon Goddard:

Damon attended Lee University where he played soccer and earned All-American and All-Conference player honors three times. Damon earned his bachelor's degree in Fitness and Wellness and is a Certified Personal Trainer and Performance Enhancement Specialist through the National Academy of Sports Medicine. Additionally, Damon is a Level-3 Certified Golf Performance Instructor through the Titleist Performance Institute. Damon currently serves as an Advisory Board member for the Southern Methodist University Applied Physiology and Sport Management Department as well as the Golf Academy of America- DFW. He is a frequent guest on PGA Tour Radio's "Golf Talk America" and a guest on the Golf Channel. Damon is considered one of the leading experts in golf performance conditioning and currently works with a host of PGA, LPGA, collegiate, and elite junior golfers. With over 18 years of experience in the sports performance and fitness industry, Damon specializes in golf performance conditioning and has gained notoriety through speaking at seminars and his writings for sport publications.



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