

# KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

## GENERAL MANAGER/COO POSITION PROFILE: DUNWOODY COUNTRY CLUB ATLANTA, GA

### GENERAL MANAGER/COO AT DUNWOODY COUNTRY CLUB

Dunwoody Country Club is one of Atlanta's premier golf and country clubs. They are seeking an energized, approachable and sincerely engaged leader who ultimately "owns the operation," "provides outstanding leadership to a long highly regarded team," and "who is the 'face' of the Club through thoughtful guidance and visible support. They require a highly capable professional with strong leadership experience to be their new General Manager/COO that will continue to lead in the manner established by their highly regarded current General Manager who is retiring after 21 valuable years.

The future General Manager/COO must be able to demonstrate teambuilding skills, financial literacy, volunteer leadership management skills, proven skills relevant to success in the changing demographics of the club world, and have an intuitive strength in building consensus, setting clear goals and objectives, and executing effectively to these well-defined targets, and doing so with a strong and natural "mentorship" style. Visibility, member engagement, and authentic enjoyment of building member relationships is critical, as is having the style of someone who can positively guide the Board and Committees in a professional, respectful, and diplomatic manner.

[Click here to view a brief video about this opportunity.](#)

### DUNWOODY COUNTRY CLUB

Dunwoody Country Club was founded in 1969 and is a private, member-owned, full-service club located in Atlanta, Georgia. Formerly Ansley Golf Club, the 200+ acre tract of land on which the Club sits was purchased from Mr. G. Thomas Bailey. A small Clubhouse known as The White House was built and included a pro shop, lockers and a dining area to form the Dunwoody Country Club. The new Clubhouse opened Labor Day of 1970 including swimming pool, bath house and four tennis courts. Growth of the entire Membership and their desires for more Clubhouse amenities brought about the development of the first Clubhouse addition in 1985 for additional dining and bar areas. Completed in 1992, renovations and expansion of the Clubhouse included a workout facility, now the Wellness Center, locker rooms and Mixed Grill. The Tennis Pavilion was constructed with the addition of six clay courts. In 1999, construction began on additional private dining rooms, extending the ballroom, moving and expanding the Grill and Grill kitchen to terrace level with a separate bar area, expanding the Wellness Center and locker rooms; as well as updating the existing Clubhouse's electrical, heating and plumbing. This expansion gave members the beautiful facilities they enjoy today.

A well-known golf course architect by the name of Mr. Willard C. Byrd designed the 18-hole championship course with full practice facility. The Golf Pro Shop includes an indoor training facility with personal instruction. The Tennis Center currently has 10 hard courts and 4 clay courts for year-round play including a banquet facility.

The Pool facilities include an Olympic size pool, children's pool with subzero entry, locker rooms and snack bar. Other pool activities include Junior swim and dive team, personal swim instruction, adult water aerobics, and social events for adults and children.

### DUNWOODY BY THE NUMBERS

- 26,000 Annual rounds of golf
- Initiation Fee \$70,000
- Annual dues \$7,200
- 1020 Members, all categories
- \$12M Gross volume
- \$5M Annual dues volume

- \$6.3M Gross payroll
- \$2.5M F&B volume
- 90 Full Time Employees; 60 Part time 30 Seasonal
- 12 Board Members with 3-year terms
- 57 - Average age of members
- Northstar for POS System

**DUNWOODY COUNTRY CLUB WEB SITE:** [www.dunwoodycc.org](http://www.dunwoodycc.org)

### **GENERAL MANAGER/COO POSITION**

The General Manager/COO (GM/COO) has full responsibility for all aspects of operations at Dunwoody Country Club (DCC), effectively managing all resources and reporting to the Board of Governors and is expected to be the embodiment of an “exceptional member-centric experience.” The GM/COO will lead the management team, many of whom have many years of tenure at the Club, be representative of modern management ‘metric-oriented’ practices, and indirectly supervise all employees of the Club while intuitively promoting a positive, engaging, and highly competent service culture in all operations.

Like many clubs, DCC has a number of new, younger members with families and the balance of tradition with relevance to today’s member needs and expectations is a critical success factor. Supporting and effectively working with a large number of committees, which are an important part of DCC’s long history and success, is a necessary and important skill set.

### **PRIORITIES OF THE NEW GENERAL MANAGER/COO**

- Implements policies established by the Board of Governors.
- Manages day-to-day operations of the club, with particular focus on a service-oriented food and beverage operation.
- Personally, engages members and guests on a regular basis to convey a welcoming atmosphere and sincere feedback relative to member satisfaction with programs, services, personnel, and products
- Leads meetings with the Board of Governors and participates as necessary in committee meetings, taking ownership of both the operational and strategic needs of the club.
- Communicates effectively with the membership, employing a range of media and technology to effectively engage it and gather both quantitative and qualitative feedback.
- Coordinates the development of the club’s long range and annual (business) plans, being a catalyst in compelling the strategic planning of the Club; is a proactive part of the process of strategic planning, marketing and activities/services programming, ensuring that each of these areas of focus consider current and future membership input and demographics
- Establishes a basic personnel policy; initiates and monitors policies relating to personnel actions and training and professional development programs
- Reviews and initiates programs to provide activities for members and their families and continually evaluates how to enhance such opportunities.
- Manages cash flow and establishes controls to safeguard funds
- Recruits, hires, trains, and mentor’s staff, fostering a culture of personal and professional development and advancement among employees.
- Initiate the use of new technology to improve member service and enjoyment (High-Tech to support High Touch)

### **CANDIDATE QUALIFICATIONS**

- Significant progressive management experience in a well-regarded private club or similar hospitality environment, preferably with at least five years in a leadership role.
- Must possess strong financial acumen and exceptional administrative skills, including a clear understanding and development of KPIs for the organization, and able to articulate their meaning and trending analysis. Ability to create and oversee a system identifying key ratios to track (payroll, net F & B, etc.) as well as valuable ‘dashboards’ for oversight and enhancement of operations.

- A visible, hard-working leader that brings ideas to the table and who can express those ideas thoughtfully and easily to team members.
- Strong communications skills in both verbal and written form and aptitude with a range of media and technology to engage members and staff at their comfort levels.
- Must be a visionary and mission oriented; anticipating how the Club continues to evolve is important, as is being actively networked in the industry to the point of being on the forefront of trends in clubs. He/She should be able to project and steer the Club in appropriate and relevant directions for the benefit of the membership.
- A track record of success in food and beverage operations, including the demonstrated ability to build and motivate a staff to achieve best-in-class service.
- A history of working with volunteer boards or committees and demonstrated ability to be a leader in the room but to also accept direction.

#### **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A Bachelor's Degree from a four-year university or college is highly desirable, preferably in Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Certified Club Manager (CCM) designation preferred but not required.

#### **SALARY & BENEFITS**

Salary is open and commensurate with qualifications and experience. The club, along with the typical CMAA benefits, offers an excellent bonus and benefit package.

#### **INSTRUCTIONS ON HOW TO APPLY**

Please upload your resume and cover letter, in that order, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process.

**Preparing a thoughtful cover letter, clearly articulating your alignment and "fit" with the above noted expectations is required.** Your letter should be **addressed to Chad Brammer, President of Dunwoody Country Club**, and clearly articulate why you want to be considered for this position at this stage of your career and why Dunwoody Country Club and the Atlanta, GA area will be beneficial to you, your family, your career, and the Club if selected.

**Expressions of interest in this manner should be conveyed to our Firm no later than April 23, 2021. Candidate selections will occur in late April and first interviews are expected to occur in mid-May, final selections will likely be made in late May with the successfully selected candidate starting in Mid-July.**

**IMPORTANT:** Save your resume and letter in the following manner:

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter, Dunwoody Country Club"

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Holly Weiss: [holly@kkandw.com](mailto:holly@kkandw.com)

#### **Lead Search Executives:**

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