

KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

GENERAL MANAGER/COO PROFILE:

SERRANO COUNTRY CLUB

EL DORADO HILLS, CA

THE GENERAL MANAGER/COO OPPORTUNITY AT SERRANO COUNTRY CLUB

Serrano Country Club, the premier golf and country club in the Sacramento area is searching for an energetic General Manager/COO with excellent communication skills to oversee all aspects of Club operations. The ideal candidate will have a proven track record of success in club management, understanding the ins and outs of every aspect of the club experience. This person will be a highly-motivated, energetic leader and will have extensive experience in membership engagement across all generations with the ability to understand the current and future trends in the industry while creating a balance of tradition with the changing member demographics. This person will be adept in leading the well respected and long tenured management team and being a true strategic “thought partner” collaborating with the Board to develop a strategy for long term success.

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

ABOUT SERRANO COUNTRY CLUB AND COMMUNITY

This prestigious private equity club is located within Serrano’s 3500-acre gated master-planned community in El Dorado Hills, California. The Club is thirty minutes east of Sacramento in the panoramic Sierra Foothills. The Award Winning 34,000 square foot clubhouse features: casual and upscale dining rooms, a snack bar, a golf shop, immaculate locker rooms, expansive decks, and meeting rooms with spectacular views of the golf course, the Sierra Nevada, the Sutter Buttes, Mount Diablo, Folsom Lake, and the Sacramento Valley.

The 18-hole championship, Robert Trent Jones, Jr. designed golf course was home to the Senior PGA Tour: the Raley’s Senior Gold Rush for several years. The Fitness, Tennis and Swim Center provides a full complement of fitness options with four lighted outdoor tennis courts, a fitness room, a junior Olympic size pool and a toddler pool. The club members enjoy a very socially active calendar of events, including wine tastings and dinners, outdoor Hot August Nights and Country on the Green, plus junior programs. The members are thrilled about celebrating the Club’s 25th anniversary with a Gala in October.

Serrano Country Club offers a variety of activities to suit the entire family with numerous social activities throughout the year that celebrate family and tradition. The Club is currently in the final stage of developing a near term renovation plan.

MISSION STATEMENT

“A premier private country club providing extraordinary opportunities for social interaction and camaraderie, outstanding golf, and recreational activities with exceptional service to its members in an unparalleled setting.”

VISION STATEMENT

“Serrano Country Club is an outstanding Private Country Club because of the innovative golf, athletic and social activities it provides for its members and their families. The attractive, well-maintained Club facilities are an up-to-date setting for a variety of recreational activities and frequent social interaction among members and their guests.

The Club is fiscally sound with dues and fees covering the cost of operations and transfer fees accumulating in a capital reserve fund. Membership is at the authorized maximum number, and qualified candidates are waiting to join. The friendly, well-trained and capable staff is a highly valued asset. The members take an active interest in the Club's well-being, contributing their time and financial resources as needed to better the Club."

SERRANO COUNTRY CLUB BY THE NUMBERS

- 809 Members in all categories
- 45,000 rounds of golf annually
- Gross dollar volume is approximately \$9.8M
- 80 Full time employees, 65 Seasonal employees
- Food and beverage volume is approximately \$2.6M, with approximately 75% from ala carte dining
- The average age of members is 59
- The Club uses the Jonas system for POS and accounting operations

SERRANO COUNTRY CLUB WEB SITE: www.serranocountryclub.org

GENERAL MANAGER/COO- POSITION OVERVIEW

The General Manager/COO manages all aspects of Club operations including its activities and the relationships between the Club and its Board of Directors, committees, members, guests, employees, community, government, and industry. The GM/COO acts according to the highest standards of personal and business ethics in coordinating and administering the Club's policies as defined by its Board of Directors, developing operating policies and procedures, directing the work of all department managers, and securing and protecting all Club assets including facilities and equipment. The GM/COO implements and monitors the budget, ensures the quality of the Club's services, and leads his/her team in providing maximum member and guest satisfaction.

The GM/COO will attract, develop, lead, appropriately supervise and motivate a top-quality staff. He/she is responsible for the proper interpretation and fulfillment of Club policies and procedures.

Direct Reports

- Assistant General Manager/Director of Golf
- Controller
- Fitness Director
- F&B Director
- Golf Course Superintendent
- Human Resources Director
- Maintenance Engineer
- Membership Director
- Tennis Professional

CANDIDATE QUALIFICATIONS

A minimum of 5-7 years of progressive leadership/management experience in an active family oriented, private member-owned club environment is required. The club will consider both current GMs, as well as those "rising stars" with the necessary potential, but who are currently in exceptional club environments as an Assistant General Manager, Club Manager, or having similar responsibilities.

Candidates must have a career track that demonstrates a record of tenure and commitment to previous employers, and that career moves were for enhancement of skills and experiences as opposed to 'unplanned' career changes. The Club desires candidates that appreciate stability and long-term commitment.

The desire is for strong general management skills with verifiable strengths in team development and the ability to consistently define and achieve goals and accountabilities for key managers and employees. Desired strengths in strategic planning, financial performance, membership recruitment and retention, diverse recreational amenity management (golf, tennis, fitness, aquatics, family activities are especially desirable), quality food and beverage programming, exceptional member/guest service programming, project management, and experience with significant capital projects are very important.

The ideal candidate will be a dedicated team leader with a strong understanding of fostering a great “club culture” and will provide leadership and guidance to the department heads and employees. The new GM/COO must be able to demonstrate leadership skills in employee motivation, mentoring and service training.

Additional Qualifications:

- The Ideal candidate will be a proven leader and manager within a similar work environment where he/she has managed a staff of at least 80, including a range of multi-functional departments, i.e., golf operations, food and beverage, course maintenance, tennis operations, and swimming facilities. He/she must have demonstrated superior communication, direction-setting, personnel management, and development skills to ensure smooth day-to-day operations and outstanding member-service.
- The General Manager/COO will be deeply knowledgeable of the development, tracking and meeting of capital and operating budgets in revenue enterprises with similar degrees of complexity in terms of budget scope, detail, and accuracy. He/she will have demonstrated success in managing finances of the overall operations to remain within budget, while also ensuring overall levels of satisfaction in terms of service.
- Dignity, confidence, soundness of judgement, excellent communication and listening skills are important attributes in gaining trust with the Board, Committees, members, and staff.
- Experience in traditional, distinguished, well established club cultures will be viewed positively.
- Driven by a sense of service leading to a high level of member satisfaction.
- Pleasant, professional, and personable demeanor exhibiting an outgoing, genuine, and friendly personality that relates well with others. Possess a degree of humility enabling him/her to keep the interests of the club and its members first.
- Unquestioned integrity and trustworthiness in all personal and professional aspects of conduct.
- An organizationally focused individual who recognizes that details and consistency of delivery at a high-level result in high member and associate satisfaction, high levels of quality and an overall outstanding member experience. Keen understanding of quality in all aspects of the club and club operations (F & B, and recreational amenities, maintenance, programming, etc.), as well as demonstrable success in leading clubs to continued relevancy and successfully managing evolving membership demographics.
- Strategic planning skills and experience overseeing capital projects is highly desired.
- Displays poise and communication skills (active listening and presenting)
- A demonstrable record of personal success, unimpeachable reputation, a hunger for “being the best,” recognizable and naturally articulate, because of experience and success, in communicating how and why results were achieved.
- The successful candidate will be active and well respected in his or her local and national CMAA organization.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

A Degree is highly desirable, preferably in Hospitality Management or Business. In lieu of the degree, substantial private club or hospitality experience will be considered.

Credentials from the hospitality industry, recognizing on-going involvement and commitment to lifelong personal and professional development are desired.

SALARY AND 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. Please be sure your image is not present on your resume or cover letter; that should be used in your LinkedIn Profile.

Preparing a thoughtful letter of interest and alignment with the above noted expectations and requirements is necessary. Your letter should be **addressed to Dennis Sheehan, President and the Serrano Country Club Search Committee**, and clearly articulate why you want to be considered for this position at this stage of your career and why Serrano Country Club and the El Dorado Hills, CA 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 October 25, 2021. Candidate selections will occur in November and first interviews are expected to occur in mid-November, final selections will likely be made in late November with the successfully selected candidate starting in December.

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

“Last Name, First Name Resume” &

“Last Name, First Name Cover Letter Serrano 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

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