

**CHIEF OPERATING OFFICER:
WOODMONT COUNTRY CLUB
ROCKVILLE, MD**

THE CHIEF OPERATING OFFICER OPPORTUNITY AT WOODMONT COUNTRY CLUB

One of the premier golf and country clubs in the Mid-Atlantic, Woodmont Country Club, is seeking a positive, energetic, competitive, highly capable professional who has strong leadership experience at a verifiably well-run and well-regarded club. The future Chief Operating Officer (COO) must be able to demonstrate teambuilding skills, financial literacy, food & beverage expertise, project 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.](#)

WOODMONT COUNTRY CLUB & COMMUNITY

Woodmont Country Club was founded in 1913 as the Washington Suburban Club. In 1916, the Club merged with two other in-town card clubs, the Club became the Town and Country Club. In 1922, the Club bought 116 acres in Bethesda, Maryland, and built a 9-hole course. The property was owned by the Peter Family, descendants of Martha Washington. The Club came to be known as Woodmont after its location and formally adopted the name in 1930.

After World War II, the Club expanded the golf course to 18 holes, but the U.S. Government soon sought the Club's property to expand the adjacent National Institutes of Health. While the Club's Board negotiated with the Government, member Leopold V. Freudberg, a scratch golfer, and Greens Chairman found Rosemont Farm and in 1948, he bought its 515 scruffy acres and then sold the land to the Club at his cost, and the Bethesda property was sold to the Government and is now part of the NIH complex.

Mr. Freudberg developed the course together with noted course architect Alfred H. Tull. In 1950, the Club and its North Course opened at the current site. Soon after, the Club added the 9-hole "Iron Duke," which in 1961 was redeveloped and expanded into 18-holes. The South Course, is to be renovated this coming year by course architect Joel Weiman of McDonald Golf, who has also overseen the North Course's extensive renovations.

Tennis and swimming have also been significant parts of the Woodmont experience since the Club moved to its current location. In 2008, the magnificent indoor Tennis Center was built, housing six courts, with three of those convertible to pickleball, and locker rooms and a fully equipped tennis shop in a climate-controlled environment. The Club is presently adding platform tennis courts and four outdoor pickleball courts.

In 2015 the Club finished a complete reconstruction project which included a new exterior, an overhaul of dining facilities, a new state of the art fitness facility and rebuild of the ladies' locker room. This coming year the Club will complete a renovation of the swimming complex and the kitchen as well as adding a new nine hole par 3 golf course and redesigning the Terrace Room, one of their two main dining areas.

Woodmont has hosted numerous dignitaries and events over the years. Presidents Eisenhower, Kennedy, Nixon, Clinton, and Obama and Vice President Quayle played golf or otherwise visited the Club. The Club has proudly hosted numerous golf and tennis tournaments. It is mainly known for hosting USGA U.S. Open final sectional qualifying rounds every year but one since 1986. We were especially honored to host our first USGA championship, the 120th U.S. Women's Amateur Championship, in August of 2020.

WOODMONT COUNTRY CLUB VISION

To provide a lifelong haven for our members, their families, and guests where they can enjoy social, dining, and recreational activities in outstanding facilities, with an experienced and courteous staff, consistent with the expectations of our culture and traditions.

MISSION STATEMENT

To continue to provide quality facilities and services with responsible fiscal policies that will make Woodmont CC the place of choice for recreation dining and social activities for all members and their families.

WOODMONT COUNTRY CLUB BY THE NUMBERS:

- 1,670 members
- \$80,000 Initiation fee
- \$12,699 Annual dues
- \$21M Gross volume
- \$13M Annual dues volume
- \$3M F&B volume
- \$10M Gross payroll
- 207 Employees (FTE) 150 seasonal
- 28 Board members
- 11 Member Executive Committee
- 59.75 Average age of members
- 36 holes of golf, Par 3 short course
- Tennis courts; Har-Tru - 14, Italian Red Clay - 2, Indoor – 6, Platform - 3

WOODMONT COUNTRY CLUB WEBSITE: www.woodmontcc.com

CHIEF OPERATING OFFICER JOB DESCRIPTION

The COO at Woodmont has full responsibility for all aspects of operations at the Woodmont Country Club (WCC). The new leader will be effectively managing all resources and reporting to the Board of Governors and the President, who can best be described as a Board Chair in the governance model. The club desires, and is expected to be the embodiment of an “exceptional member-centric experience.” Supporting and effectively working with a large number of committees, who are important part of WCC’s long history and success, is also a necessary and important skill set.

The 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. The successful new COO at WCC will need to have especially strong skills in “mentoring” a senior staff and group of meaningfully engaged employees. The Club membership has a high regard for its staff, and the enhanced continuance of an energized, well-trained, committed team is critical for continued success. *A sincerely engaged, personally invested, instinctual style is particularly important for one’s success.*

He/she is expected to be an interactive “thought partner” with the Board and Committees, working closely with both groups as collectively they make decisions and set strategic direction for the long-term well-being of the membership. Like many clubs, WCC has many new, younger members with families and the balance of tradition with relevance to today’s member needs and expectations is a critical success factor. The diversity in member age, vocation, wealth, avocation, and utilization makes the environment at the Club both dynamic and, at times, challenging for club management.

He/she must be a proactive leader in WCC’s membership recruitment and retention efforts. It is critical that he/she understands the local market and economy.

The candidate must be comfortable and competent being an integral and proactive part of developing relationships that lead to membership interest, retention and/or business opportunities, and is effective in orienting new members so that their initial experience with WCC results in constant use of the Club.

Additionally, the new COO must be a professional and highly respectful in his/her personal style, demeanor and presence, and someone who recognizes and is comfortable interacting with all demographics of members, staff and other constituents who contribute to the success of the Club; name recognition is a foundation of such success, and this style must be a critical competency of the top executive. He/she must be able to clearly and intuitively “walk the talk,” exemplifying how to perpetuate a true top “Member Experience” commensurate with one of the top family-oriented country clubs in the Mid-Atlantic.

Also, critically important is for the COO to have especially strong and verifiable financial skills and acumen. The COO must be a very astute capital resource allocator. Effective communication skills, both verbally and written are also of high importance as s/he will be the primary communicator of important Club information.

Very strong leadership skills and guidance is of utmost importance as he/she will be positioned to guide the club in all aspects of strategic planning. Attention to detail and having necessary and appropriate follow up skills are very important personal characteristics and will prove especially important in all areas of the club and amenities and services.

INITIAL PRIORITIES OF THE NEW COO

- Listen and observe, a lot, while “learning the culture and assessing” the operation.
- Get to know members and staff as quickly as possible, engaging them in an intuitively sincere and enthusiastic manner.
- Learn the history of the Club, its members and the community, and get to know key local business leaders and influencers.
- Develop relationships with members, with an understanding of their club-centric resources.
- Work closely with the Board, Committees, and senior management staff to ensure a full and complete understanding of WCC, its history, culture, and traditions before making any significant changes.
- Create a culture and atmosphere of empowerment and support for the Department Heads.
- Focus on the Food and Beverage operation, recognizing that it is the ‘heart’ of the WCC experience, and its consistent delivery and execution of a positive, well-regarded product is a critical success factor.
- Understand the financial model, its history for implementation and need for adherence by all departments/managers, and clearly understanding how WCC makes its financial projections.
- Capital project and renovation oversight, communication, and management.

To reiterate, fostering a culture of solidarity and teamwork throughout the team and the Club at large is very important to the staff and membership. Significant to this expectation is the ability to lead a team of friendly, engaging, competent, and passionate staff who are sincere about serving the Club’s members.

CANDIDATE QUALIFICATIONS

- Significant progressive management experience in a well-regarded private club or similar hospitality environment, preferably with at least 5 years in a top executive role. Preferably, strong, and verifiable experience in leading a dynamic, progressive, “family-centric” club environment with significant recreational and social activities and amenities.
- A verifiable commitment to on-going professional development and clear understanding of both trends and benchmarks in the club industry, as well as a strong professional “network.”
- Possessive of solid and verifiable success in F & B operations, including the proven ability to inspire, train, and set standards; is creative and innovative, and generally regarded as having overseen a top tier F & B operation.
- Especially strong financial acumen, budgeting, and presentation skills, along with an intuitive “ROI” mindset, being able to effectively communicate the vision behind the numbers.
- A true appreciation of golf, its history and how to deliver an exceptional “experience” to members and guests.
- Experienced with the operations of an active, top of market racquets program, and delivering the highest level of member services.
- A verifiable history of success in working in a volunteer, member owned organization, appreciating the need to gain consensus and “buy in” to well-conceived, majority interest objectives benefiting the long-term well-being of the organization. Having proven and demonstrable success in a strong committee culture is necessary.
- A history of “mentoring” others to both develop their skills and to benefit the organization.

- Strong and polished personal presence with an intuitive desire to meet, interact with, and build strong relations amongst all constituents.
- A fundamental nature of calmness and strength, as well as tactfulness and diplomacy.
- Especially strong overall communications skills in both verbal and written form, as well as in listening. Further to this attribute is the ability to communicate in multiple media forms, and to recognize when and how such communication is most effective and presented.

The Club is strongly interested in the best candidates, regardless of where they currently live. The key attributes, as outlined above, include the proven ability to continue to elevate services, programming, and execution of a well-defined “mission.”

The role of COO at Woodmont Country Club should be attractive to those qualified candidates seeking a stable, long-term commitment in a community with outstanding schools and quality of life. For the right individual with passion, enthusiasm, and consistently enhanced skill sets, WCC can be a “pinnacle of one’s career” role!

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 may be considered.
- Hospitality industry certifications preferred but not required, designations preferred (CCM, CCE, CMC).

CLUB COVID REQUIREMENTS

The club does require staff to be fully vaccinated as a provision of employment.

SALARY & BENEFITS

Salary is open and commensurate with qualifications and experience. The club 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 on your LinkedIn Profile.

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

“Last Name, First Name Resume” &
 “Last Name, First Name Cover Letter Woodmont CC”
 (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 Katy Eliades: katy@kkandw.com

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