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CHIEF EXECUTIVE OFFICER PROFILE: OLD PALM GOLF CLUB PALM BEACH GARDENS, FL

THE CHIEF EXECUTIVE OFFICER AT OLD PALM GOLF CLUB

The CEO role at Old Palm Golf Club presents an opportunity to join and lead one of the finest boutique full-service clubs in America! Already recognized for its personalized service and outstanding amenities, this newly created position for a top club executive aims to provide the Board with strategic and operational focus during the Club's plans for its next generation of growth and development. The desired outcome is to ensure continuity at the top with clearly defined roles for governance and operational matters, to continue to elevate the club's status and member experience.

This role requires an exceptional leader with a track record of success in highly personalized service environments, strong financial acumen, and a visionary outlook to ensure relevance in programs, amenities, and offerings. The ideal candidate should be naturally engaging, approachable, and diplomatic, capable of delivering a "well-oiled machine" and providing an exceptional and consistent experience for Old Palm members and their guests.

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

OLD PALM GOLF CLUB AND COMMUNITY

Old Palm Golf Club is a private, member-owned sanctuary where luxury and exclusivity blend effortlessly with warmth and camaraderie. Spanning 651 meticulously designed and maintained acres in Palm Beach Gardens, the community provides an intimate retreat for those who cherish refined living, exceptional golf, and world-class amenities.

At the heart of Old Palm is its extraordinary 22-hole private golf facility. The Raymond Floyd-designed 18-hole, par-72 course, complemented by a unique 19th hole and a 33-acre Golf Studio featuring three full-length practice holes, offers an unmatched golfing experience. Beyond the fairways, members enjoy a sophisticated yet inviting clubhouse designed for relaxation and social interaction. With cypress ceilings, hand-painted Portuguese tile murals, and welcoming outdoor terraces, the clubhouse resembles a private Palm Beach Island estate more than a traditional club. The club also recently added a more casual bistro overlooking its resort style pool which includes indoor/outdoor casual contemporary fare, as well as an outdoor bar overlooking the 18th hole.

Old Palm's amenities cater to every aspect of a luxurious lifestyle. The newly built \$18 million state-of-the-art Lifestyle Center combines an unmatched two-story fitness center, a heated resort-style lap pool, tranquil men's and women's spas, and a casual coffee and snack shop where members congregate over coffee or between the ninth and tenth holes. Other amenities include a private boardroom offering an elegant setting for meetings, a private dining room and wine cellar, and four beautifully appointed casitas accommodate overnight guests.

The 316 residences in the community are as distinctive as its amenities. Thoughtfully integrated within lush landscapes of golf courses and nature preserves, Old Palm's prestigious neighborhoods—Golf Estates, Grand Estates, Isle Estates, Cottages, and Custom Estates—offer homes ranging from 3,400 to over 15,000 square feet. Each estate is designed to enhance the Club's timeless elegance while offering modern comforts and privacy. The manicured consistency of Old Palm's grounds and residences creates a unique oasis of casual elegance and luxury unrivaled in South Florida.

Old Palm is uniquely situated, and its location allows residences to enjoy four unique city experiences of Palm Beach Gardens, West Palm Beach, Palm Beach Island, and Jupiter. These four enclaves, all 5 to 20 minutes from the gates provide a wide range of both casual and fine dining, world class cultural attractions, the golf mecca of the US, year-round recreation, nature trails, the Intracoastal waterway and the Atlantic Ocean. Few locations in the US can compare to the diversity of experiences available on a daily basis.

More than just a club, Old Palm is a community—a place where members discover a genuine sense of belonging, where tradition and luxury blend seamlessly, and where every experience is crafted to be exceptional. Despite the impressive business and personal accomplishments of its residents, its culture is warm, welcoming and unpretentious, with a highly active social membership who forge lifelong friendships that go beyond the gates of Old Palm.

OLD PALM GOLF CLUB BY THE NUMBERS

- At present, there are approximately 290 resident members, 26 Signature (non-residents), and 9 Cottage (non-equity) members
- The Initiation Fee is \$350,000
- Annual dues are \$38,500 with capital dues of approximately \$250 per month
- Approximately \$19M in Gross revenues from all sources
- Approximately \$12M Dues volume
- Approximately \$3.6M F&B volume
- There are nearly 125 FTE employees with a number of seasonal (H2B) employees in high season
- The Club operates 12-months a year, with approximately 30-40% of its resident's full time and the remainder highly active from October through May.
- The Club hosts around 15,000 rounds of golf annually with 1/3rd of them being guests of members
- The Club was formed as a 501(c)(7), not-for-profit Florida corporation. The POA is managed separately from the Club and is not part of the CEO oversight at present, other than strong communication and collaboration with the POA leadership.
- The Club has 9 Board Members, each serving staggered three-year terms.
- There are several active Committees at Old Palm, including Finance, Fitness, Golf, Greens, Grievance, House, Social, Legal & Bylaws, Membership, Food & Beverage, and Facilities.
- The average age of members is between 50 and 55 years of age
- The Club recently completed a \$55.0M renovation of the clubhouse and golf course, as well as building a lifestyle center (spa, gym, wellness and coffee shop)
- The Club uses the JONAS system for POS and accounting

OLD PALM GOLF CLUB WEBSITE: www.oldpalmgolfclub.com

CHIEF EXECUTIVE OFFICER POSITION OVERVIEW

The CEO closely collaborates with the President, the Board of Directors, and Committees, and coordinates with the Property Owners Association, which currently falls outside the scope of this role. The CEO is considered the “innovator” of Old Palm and serves as the primary “visionary” and guardian of that philosophy, bringing a high level of creativity and new ideas to maintain this status.

It is critical to manage expectations with high-level dynamic leadership and reasoning. Much of this can be achieved simply by being present, approachable, accessible, diplomatic, and possessing the necessary “gravitas” to inspire confidence among all constituencies. It is also essential to have the intellectual capabilities to hold your own in a setting filled with highly successful individuals who have high expectations. Paying attention to the details of everything is critical, as there is a high level of expectation in all areas of the operation.

Substantial capital investment, along with changing membership demographics over the past few years, has helped shape the culture of Old Palm Golf Club, reinforcing its position as the preeminent boutique club community in Palm Beach County. Effectively managing the changes associated with these improvements and integrating new members are critical success factors for the new CEO.

The CEO must also be a proactive, visionary, well-networked leader who can evaluate processes, procedures, documents, and organizational modeling, building consensus and support for any recommended changes.

Key attributes, characteristics, and style of the successful new leader include:

- Being a naturally positive, energetic, and aspirational leader who understands the dynamics of an increasingly family-oriented club, having effectively led diverse age groups to enjoy their club in a harmonious and supportive manner.
- Having extensive knowledge in active club operations, particularly in food and beverage management, along with a strong appreciation and understanding of golf as the 'driver' of success at Old Palm.
- Actively engaging and collaborating with the President, the Board, Committees, and other contributors to Old Palm's success. Ultimately, the goal is to empower members to be members, enjoy their time and volunteer contributions, and focus on policy-making and strategic partnerships instead of operational decisions.
- Being naturally outgoing, conversant, respectful, and diplomatic, but able to say "no" when appropriate without alienating members or staff, is critical. Respectfully confident and "connected" to the membership and team are also important, as is being approachable and "down to earth."
- Having experience and skills in creating and implementing strategic plans, along with anticipating the Club's evolution, is important. Being actively connected in the industry is essential for staying at the forefront of trends in clubs, communities, real estate, and economic cycles.
- Having a strong record of selecting and developing talent in senior leadership roles within clubs, along with a history of enhancing member experiences through consistent and personalized service delivery.
- Demonstrating a solid track record in governance and leadership, as well as fostering "thought partnership" with active Member Boards.

INITIAL PRIORITIES OF THE NEW CEO

- Understand, embrace, and execute the Board's vision and strategy with conviction, passion, and energy, clearly conveying high value to the membership. Collaborate closely with the Board while keeping them informed of results. Getting to know each Board member personally early in the role, along with all other contributing volunteers to Old Palm's success, is a critical success factor.
- With a fresh perspective, generating ideas and innovations while serving as a catalyst, leading at the forefront of new trends and ensuring relevance and energy within the club and organization.
- Collaborate closely with the F&B team to ensure that this department has a solid foundation for success in both culinary and service execution aspects of the operation. F&B operations are extremely important to their members, and meeting the majority of their expectations in this area is vital to their success. Service standards and consistent delivery are key areas of emphasis.
- A thoughtful review of the Club's current organizational chart, focusing on consistently covering all areas with a high level of service and experience, and ensuring Board awareness while implementing necessary changes to the role's matrix.
- Ensuring that various capital investment projects (a renovated golf range, practice area, and golf learning center are in the initial planning stages) are completed as planned and, equally important, that the opening and operation of each new or updated amenity is carried out thoughtfully, successfully, and with careful planning and anticipation.
- Meet, sincerely interact, and engage with as many members as possible. "Be present!" Build trust whenever you can, schedule interactive sessions, and follow up on details. Stay involved and take charge!
- Spend time with the team, especially senior staff in all operations areas. Get to know them, evaluate their abilities and aspirations, and ensure that they and their respective teams have clear expectations and accountabilities.
- Using a 'new set of eyes,' develop a report to provide the Board with a thoughtful analysis of the "State of the Club" following ninety (90) days of review and insight. This document will play a crucial role in the 'roadmap' to success, covering staff, planning, budget, and various tactics and strategies aimed at both short- and long-term goals. It should clearly outline recommendations and opportunities to guarantee top-notch delivery of a highly consistent member experience across all areas.

- Emphasizing the expectation of a “First Class Experience at Old Palm” is essential, as is ensuring that this delivery is seamless across every department, all of which hold complete reporting responsibility to the CEO.

CANDIDATE QUALIFICATIONS

- A minimum of 7-10 years of progressive leadership or management experience is preferred, ideally in a private member-owned country club or within a residential community that has significant, multi-dimensional operations. Experience leading hospitality operations outside the club industry in a similar dynamic, large-scale setting is also desirable.
- Demonstrated leadership qualities and financial expertise, with a proven ability to direct, coordinate, and manage all aspects of a busy, full-service, evolving multi-campus country club with approximately 120 staff members and an operating and capital budget exceeding \$20M.
- A strong history of success and a keen understanding of quality food and beverage operations, including recruitment, training, innovation and creativity, and service culture development, are critical. Additionally, a proven history of mentoring and developing key leaders is critical.
- It is very important to have working and verifiable knowledge of strong procedural programming and the ability to define and institutionalize processes and procedures (SOPs) consistently throughout Old Palm. Existing amenities and programs must be consistently evaluated and enhanced. Additionally, it is necessary to continue developing and executing Performance Standards and Metrics.
- An individual with a track record of innovation and a proponent of new ideas and initiatives, dedicated to continuously enhancing member experiences and operational efficiency.
- A confident, diplomatic, and capable professional in the club or hospitality industry who understands the importance of accountability and has a proven record of success.
- An individual focused on organizational success understands that strong attention to detail and consistent high-level delivery result in high member and associate satisfaction, elevated quality levels, and an exceptional overall member experience.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor’s degree is preferred, with a focus on Hospitality Management.
- Substantial private club or hospitality experience will be considered in lieu of the degree.
- Industry certifications such as CCM, CCE, CMC, or PGA are encouraged but not required.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package, including association membership.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter in the order listed using the link below. When prompted for them during the online application process, you should have your documents fully prepared to attach. Please be sure your image is not on your resume or cover letter; it should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **Scott Troeller, President, and the Board of Directors of Old Palm Golf Club**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Old Palm and the Palm Beach Gardens, FL area will benefit you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible, but no later than April 30th. Candidate selections will take place in early May, with the first interviews expected by the end of that month and the second interviews shortly thereafter. The successful candidate should assume his or her role in summer 2025.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - **Old Palm**”

(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 Patty Sprankle: patty@kkandw.com

Lead Search Executive:

Kurt D. Kuebler, CCM, CMAA Fellow

Partner

561-747-5213 – Jupiter, FL

kurt@kkandw.com