

# KOPPLIN KUEBLER & WALLACE

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## **GENERAL MANAGER PROFILE: WOODLAND GOLF CLUB NEWTON, MA**

### **GENERAL MANAGER AT WOODLAND GOLF CLUB**

Located in the Auburndale village of Newton, Woodland Golf Club—one of Greater Boston's most prestigious private clubs—seeks a General Manager who embodies strong leadership, strategic vision, and a commitment to fostering an exceptional member experience while preserving the Club's respected culture. The ideal candidate will be a visible, hands-on leader who seamlessly balances member engagement with operational excellence. A key expectation is to support, empower, and mentor the Club's department heads while fostering a culture of accountability and professional growth.

The new General Manager must embrace Woodland's unique family-oriented culture, which values mutual respect between members and staff, and cultivate a welcoming, service-driven environment. They will play a pivotal role in shaping the Club's future by leading capital projects that enhance facilities for members of all generations, ensuring Woodland Golf Club's legacy continues to thrive for years to come.

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

### **ABOUT WOODLAND GOLF CLUB**

Woodland Golf Club, located in the Auburndale village of Newton, Massachusetts, is a historic, private golf club renowned for its exceptional golf course, welcoming atmosphere, and outstanding amenities. Founded in 1896, the Club offers a timeless blend of traditional charm and modern conveniences, making it a favorite destination for golfers of all skill levels.

The centerpiece of Woodland Golf Club is its 18-hole, par-72 golf course. Designed by renowned architect Donald Ross, the course is known for its challenging layout, strategic design, and stunning natural beauty. Nestled among rolling hills and mature trees, the course provides a serene and picturesque setting that golfers can enjoy throughout the season. The course is meticulously maintained, ensuring an exceptional playing experience for members and guests alike.

Beyond the golf course, Woodland Golf Club boasts a range of amenities designed to enhance the experience for its members. The Club features a well-appointed clubhouse that serves as the heart of the social scene. It offers a variety of dining options, with a focus on creating a warm and inviting atmosphere for members to gather, relax, and socialize after a round of golf. Whether it's enjoying a casual meal or celebrating a special occasion, the clubhouse provides a comfortable setting for all occasions.

Woodland Golf Club also offers a comprehensive practice facility, including a driving range and short game area, allowing members to hone their skills and work on every aspect of their game. The Club's professional staff provides personalized instruction, helping golfers improve their technique and elevate their play.

For those seeking a well-rounded experience, the Club offers various social events, tournaments, and special activities throughout the year, fostering a strong sense of community among members. Additionally, the Club has just opened a Racquet and Indoor Golf Center to enhance season-round play and member engagement.

The complex includes four platform tennis courts, four Har-Tru clay tennis courts, and two pickleball courts, a bocce court and two indoor golf simulators. The Club's commitment to providing exceptional service and a welcoming environment has made it a highly regarded destination for members and their families.

### **WOODLAND GOLF CLUB BY THE NUMBERS**

- \$80,000 Initiation fee
- 24,500 Approximate annual rounds of golf
- 160 employees in the summer, 80 employees in the winter
- \$13.5M Approximate gross volume
- \$5.8M Approximate annual dues volume
- \$3.4M Approximate F&B Volume; 69% a la carte, 31% catering
- \$6.7 Approximate gross payroll
- 600 members (558 golf, 42 social)
- 13 Board members with 2-year terms
- Committees: Finance, Membership, Capital, House, Entertainment, Racquets, Pool, Carts, Greens, Golf
- 56 Average age of members
- Club POS and Accounting Systems: Club Systems Group

**WOODLAND GOLF CLUB WEBSITE:** [www.woodlandgolfclub.com](http://www.woodlandgolfclub.com)

### **GENERAL MANAGER – POSITION OVERVIEW**

The General Manager is a highly visible and naturally engaged leader with a servant's heart who is responsible for the effective and proactive management of all aspects of all club operations. The GM will devote their full time and attention to providing maximum member and employee satisfaction, both short and long-term. The continuance and improvement of the quality of the Club's services, as well as the maintenance, security, and protection of the Club's assets and facilities, will also be fundamental duties.

The new GM will have complete ownership of all club operations and will lead a capable and highly regarded group of senior managers. He or she will directly supervise the senior leadership team of the Club including the Executive Chef/Clubhouse Manager, Head Golf Professional, Golf Course Superintendent, Member Relations Director, Food and Beverage Director, Catering Director, CFO, and Director of Racquets. A significant element of the GM's role will be developing and mentoring direct reports. The GM will report to the Club President and the Board of Directors.

The GM will be responsible for the creation, implementation, and consistent maintenance of all service standards and processes while providing relevant, innovative, and respectful leadership for key managers and staff. Given the size and scope of offerings at the Club, a primary objective is for the GM to be the highly visible and interactive 'face' of the Club to both staff and members.

The new GM will demonstrate a history of success in building organizations that prioritize recognition, respect, and support the contributions of key managers and staff. Additionally, the GM will create an empowered team with a culture of accountability. Being a consistent and positive leader is critically important, while further ensuring the team continues to work collaboratively and with mutual respect. Being a strong mentor, with a focus on continuous professional development, is a critical success factor. The new GM will continue to build upon a family culture that is exceedingly warm, unassuming, and comfortable and makes the members feel that the Club is truly "an extension of their homes."

Outstanding communication skills are necessary for this role. As the primary communicator of much information at the Club, proven outstanding verbal and written skills are critical, as is a keen ability to listen, engage, build trust, and be highly approachable.

The GM will function as a strategic thought partner with the Board of Directors and participate on all Club Committees. He or she should be a strategic thinker, working with the Board to set the vision and creating the operating plan to support the vision. Finally, the Club's investment into future capital projects will require project management skills to continue a successful design, execution, and completion according to budgets and timelines.

### **INITIAL PRIORITIES OF THE NEW GENERAL MANAGER**

- Listen, learn, and observe. Become familiar with the culture and traditions of the Club. Get to know the members, their families and team members.
- Continue to cultivate a cohesive and collaborative leadership team by fostering a culture of empowerment, inspiration, and mutual accountability. Prioritize mentorship and professional development, ensuring that leaders are equipped to support and elevate both their teams and the overall member experience.
- Serve as a strategic collaborator with the Board, contributing to the formulation of short and long-term goals and objectives. Work together to chart a course and prioritize the implementation of strategic plan initiatives.
- Develop a strategy to solicit member feedback and implement metrics and surveys to gauge and measure member and employee satisfaction.
- Work with the Board and Membership Committee to effectively manage the wait list for new members.
- Develop a complete understanding of the capital projects that are in development. Establish relationships with external partners to continue the path of successful development, execution, and completion.
- Implement a new, upgraded club management software system.

### **CANDIDATE QUALIFICATIONS**

- A minimum of 5-7 years of verifiable, progressive leadership and management experience in active, private family-focused club environments. NOTE: While having a strong preference for those who have experience in the General Manager role, those current Assistant General Managers or at well-recognized clubs, with a strong track record of success, may be considered for this role.
- A proven track record of strong general management skills with verifiable strengths in team development, financial performance, diverse recreational amenity management (golf, racquets, aquatics, family activities, etc.), quality food & beverage programming, exceptional member/guest service programming, strategic planning, renovations, and project management, along with the ability to consistently define and achieve goals and objectives.
- Ability to attract, hire, mentor, develop, and lead a high-performing team of professionals, while setting and maintaining standards of performance appropriate to perpetuating the Club's strategic vision with a strong focus on building and maintaining a strong "employer of choice" delivery in all areas.
- A highly engaged, visible, and dynamic leader with a passion for service excellence who can impart an appropriate culture of consistent, quality service and attention to detail. Someone who is "hands-on," but who works strategically and can clearly communicate strategy and expectations to the team they mentor.
- Financial and budgeting acumen with prior significant P&L responsibility, as well as a true understanding of the balance sheet, member equity, capital reserve strategies, and cash flow.
- Prior involvement in conceptualizing, developing, coordinating, and executing strategic and capital projects of some magnitude, including gaining member and staff support and understanding current trends and member/staff expectations. Staying relevant and ahead of changing demographic expectations as it relates to services, programming, and amenities will continue to be of high importance at the Club.
- A creative problem solver who commands respect because of the way he/she interacts with others, lives up to their word, and confidently puts forth recommendations to the Board and Staff; a true thought partner with the Board to the long-term success of the Club.

### **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- Substantial private club or hospitality experience will be considered in lieu of the degree.
- Industry certifications such as CCM, CCE, or PGA are encouraged but not required.

## **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all hired employees must verify their identity and eligibility to work in the United States and complete the required employment eligibility verification form upon hire.

## **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 **Mr. Jim Murphy, Club President and Search Committee Chairman**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Woodland Golf Club and the Auburndale, MA 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 Saturday, March 1, 2025. Candidate selections will occur mid-March, with the first interviews expected late March and the second interviews a short time later. The new candidate should assume his/her role no later than June.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – WOODLAND GOLF 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 Alice Stevens: [alice@kkandw.com](mailto:alice@kkandw.com)

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