

GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: THE COUNTRY CLUB OF VIRGINIA RICHMOND, VA

THE GENERAL MANAGER/CHIEF OPERATING OFFICER OPPORTUNITY AT THE COUNTRY CLUB OF VIRGINIA

The Country Club of Virginia (CCV), one of the nation's premier private clubs, is seeking an innovative and strategic General Manager/Chief Operating Officer (GM/COO) to succeed its long-tenured, highly regarded leader, who is retiring. The Club is committed to sustaining its relevance by continuously enhancing the member experience and ongoing investment in its people and amenities.

The new GM/COO will inherit one of the country's most significant multi-campus private clubs. This financially sound club is supported by a talented team of executives and governed by a Board that prioritizes stewardship. This role requires a detail-oriented, creative, and financially savvy leader with strong organizational skills and a knack for mentoring and team development. A genuine appreciation for living and working in one of the most sought-after communities in the mid-Atlantic region is crucial.

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

ABOUT THE COUNTRY CLUB OF VIRGINIA

Established in 1908, The Country Club of Virginia is consistently ranked among the top 25 platinum clubs, including 7th in the most recent poll. Located in Richmond, Virginia, CCV operates two distinct campuses, the Westhampton Campus and the James River Campus, which are approximately seven miles apart.

The Westhampton Campus—the Club's flagship and more formal location—boasts the Club's original clubhouse along with an 85,000-square-foot, state-of-the-art Fitness/Racquet Sports Complex. The fitness facilities are comprehensive, encompassing five group exercise studios, space for physical therapy services, six indoor tennis courts, sixteen outdoor tennis courts, seven pickleball courts, five squash courts, three platform tennis courts, a spa, and a babysitting area. This campus also includes the Westhampton Golf Course, designed by Donald Ross, and an Aquatics Complex featuring five uniquely designed pools.

The James River Clubhouse is currently undergoing a total renovation of its dining facilities. Scheduled for completion in early fall, the Clubhouse will feature a 22-seat bar, along with 100 indoor and 150 outdoor dining seats, a private dining room for 14, a card room for 40, a lounge for 30, and locker rooms for both men and women. The James River campus also boasts two highly regarded golf courses: the James River Course, designed by William Flynn, and the Tuckahoe Creek Course, which will be renovated by golf course architect Andrew Green starting in the fall of 2025. Additionally, James River features a recently redesigned golf practice facility that includes an upgraded driving range and Golf Performance Center with six indoor hitting stations, a putting table, and a snack bar. The James River Course hosted the Men's U.S. Amateur Golf Tournament in 1955 and 1975, and since 2016, it has been the host site of the Dominion Energy Charity Classic, a PGA TOUR Champions Charles Schwab Cup Playoff event. This tournament received the PGA TOUR Players Award in 2016, 2017, 2018, 2019, and 2023, and was honored with the PGA TOUR Chairman's Award for Tournament of the Year in 2022.

THE COUNTRY CLUB OF VIRGINIA BY THE NUMBERS

- Membership – Approximately 8,000 members in all categories (roughly 3,500 families). Its unique structure recognizes every adult as a "member" as well as children ages 8 and up.
- Initiation Fee – \$41,000 per adult (a couple pays \$82,000)
- Monthly dues – \$1,012 per couple plus \$100-120 per child

- Golf Rounds (2024) – Approximately 77,000 rounds on three courses combined
- Racquet Sports (2024) - Approximately 104,000 visits
- Aquatics (2024) – 73,727 visits
- Athletics (2024) – Approximately 251,000 visits
- Gross Revenues (2025) - Approximately \$54 million
- Dues Revenue (2025) - Approximately \$30 Million
- F&B Volume – Approximately \$11 Million is projected for 2025. Approximately 330k full meals served
- Staff (2024) – Approximately 435 FTEs (860 seasonal part and full time at peak) - Approximately 110 staff members with 10+ years of tenure
- Governance – The Board has 15 Directors, each serving three-year terms.
- Board Committees - Athletics, Executive, Finance, Golf, Racquets Sports, House, Membership, and Governance
- Advisory Committees- Fitness, Food and Beverage, Golf Handicap, Landscape, Outdoor Heritage, Racquets Sports, and Youth and Aquatics
- Strategic Plan - Vision 2025, which includes the Club’s 8 Pillars, financial philosophies and business model

THE COUNTRY CLUB OF VIRGINIA WEB SITE: www.theccv.org

THE COUNTRY CLUB OF VIRGINIA GENERAL MANAGER/CHIEF OPERATING OFFICER POSITION OVERVIEW

The GM/COO at CCV oversees all Club operations and reports directly to the President and Board. Acting as the Board’s strategic partner, the GM/COO consistently translates the Club’s vision into daily decisions and standards and into near- and long-term plans and strategies. Additionally, the GM/COO exemplifies the Club’s commitment to stewardship by ensuring that resources are used wisely for the benefit of current and future members.

The Club’s size requires that the GM/COO be a strong leader who can create a compelling vision and clearly communicate a set of values and priorities. This enables executives, department heads, and managers to operate effectively without needing constant direction. A key responsibility includes mentoring the Club’s staff, holding them accountable while building relationships at all levels, balancing significant tradition with thoughtful innovation, and utilizing technology and data when suited. Ultimately, the GM/COO must determine when change is necessary and when stability is preferable, upholding CCV’s culture of respect and excellence within the Club and the Richmond community.

CCV is a preferred employer in the region and has been recognized both locally and nationally as a “Top Workplace” since 2021. The new GM/COO will inherit a strong team of leaders and a solid governance model. Many of the Club’s senior leaders have long tenures, and several upcoming retirements in the next few years will provide the new GM/COO with the chance to develop his or her team. There are no areas within operations that are considered 'broken,' which offers an opportunity for the new leader to come in, learn about the culture and history, and implement thoughtful, incremental enhancements.

KEY ATTRIBUTES, CHARACTERISTICS AND STYLE

This role requires a composed, engaging, and highly competent presence, along with a genuine, likable, positive, and upbeat personality, as well as a sense of humor, humility, and empathy. The GM/COO must be honest, humble, straightforward, possess integrity, be accountable, and demonstrate leadership and dedication. They need to be a tactful ambassador, actively developing relationships and cultivating influence with all stakeholders, while also being able to say “no” when necessary without alienating members or staff.

The GM/COO must thrive on teamwork and be capable of closely collaborating with other leaders in a team-oriented environment. The significant scope and complexity of CCV requires the GM/COO to be a confident and capable delegator who sets clear expectations. The GM/COO must have a bias for action, along with the ability to remain "calm, cool, and collected" in all situations, while demonstrating a deep passion for CCV and its staff and members.

Other desired attributes include:

- Club industry experts actively networking within the industry
- Strategic thinker able to think beyond the immediate and 5-10 years into the future

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- Financial results experts able to translate decisions into dollars and foster fiscal discipline
- Talent magnet able to identify and attract top professionals to build a strong pool of talent
- Strong communicator with listening, verbal, and written communication skills
- Detailed-oriented with a genuine interest in all areas of the Club's operation
- A growth mindset that prioritizes learning, curiosity, self-development and mastery of their craft
- Systems mindset emphasizing structure and processes beyond individual roles

CANDIDATE QUALIFICATIONS

The ideal and outstanding candidate will possess:

- Have a minimum of 10 years of progressive experience in private club operations or resort hospitality environments
- Leadership role in operations of significant size and scale
- Comprehensive experience in budget development and financial performance planning
- General knowledge of all operating areas of a private club, including food & beverage, racquet sports, fitness, golf, golf course maintenance, youth programming, etc.
- Significant experience in planning, goal setting, and culture building
- A naturally high level of detail orientation to maintain and enhance CCV's unique and special presentation of amenities and facilities
- Entrepreneurial spirit with track record of building member (customer) usage
- Significant experience with capital planning, project execution, and simultaneous operation while projects take place

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor's degree in business, hospitality, or a related field; graduate degree a plus
- In lieu of a degree, substantial private club or hospitality experience will be considered
- Industry certifications such as CCM, CCE, CMC, or PGA are preferred 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 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.

Prepare a thoughtful cover letter addressed to **The CCV Search Committee/Mr. Farhad Aghdami, Search Chair**, and clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why CCV and the Richmond, VA area will be beneficial to you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than June 2, 2025. Candidate selections will occur in mid-June, with the first Interview expected after the July 4th holiday, and the second interview a short time later. The new candidate should assume his/her role in October 2025.

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter – CC Virginia"

(These documents should be in Word or PDF format)

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Note: Once you complete the application process for this search, you cannot 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

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