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GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: AUSTIN COUNTRY CLUB AUSTIN, TX

GENERAL MANAGER/CHIEF OPERATING OFFICER OPPORTUNITY AT AUSTIN COUNTRY CLUB

The General Manager/Chief Operating Officer (GM/COO) role at Austin Country Club (ACC) is a rare opportunity to lead one of the most storied golf experiences and club operations in the great state of Texas. The ideal candidate will possess exceptional leadership skills and strong financial acumen, with a sincere ability to engage members and employees at the highest level. He or she should have a keen understanding and respect for history, unrivaled traditions, and the love of the game of golf, in addition to having the strong capability of moving the club forward while maintaining the warm and inviting culture of excellence that is Austin Country Club. Embrace and elevate Austin Country Club's identity as the 'Home of Harvey Penick'—honoring his legacy, cultivating pride in his contributions to the game, and promoting the Club's rightful place in golf's history and its future, both in Austin and worldwide. This approachable, selfless, and transparent leader will help create the next generation of history at Austin Country Club.

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

AUSTIN COUNTRY CLUB AND COMMUNITY

Founded in 1899 by former Austin Mayor Lewis Hancock, Austin Country Club is one of the oldest and most storied private clubs in Texas. Originally known as the Austin Golf Club, it was the first of its kind in the state and helped introduce the game of golf to the region. A visionary civic leader, Hancock believed in the value of recreation, fresh air, and fellowship for the city's business leaders and families. Under his 17-year leadership, the Club quickly became a prestigious social and sporting institution, attracting many of Austin's early pioneer families.

Set on 180 acres of striking Hill Country terrain along the banks of the Colorado River, the Club features dramatic canyon views and the iconic Pennybacker Bridge as its backdrop. The property is located in the Davenport Ranch area, just 10 miles west of downtown Austin. Austin Country Club was also home to World Golf Hall of Fame member Harvey Penick, one of golf's most influential instructors, further cementing its place in the game's history. Penick started as a caddie at the club and became the head professional in 1923, where he remained until 1971. From 1971 on, Penick continued teaching at the club, serving as "Professional Emeritus" until his death in 1995.

Today, Austin Country Club remains a private, family-oriented community known for its rich traditions, exceptional service, and outstanding membership. Amenities include championship golf, tennis, pickleball, fitness and aquatics facilities, and multiple dining venues. A robust calendar of social and recreational programming engages members of all ages and reflects the Club's enduring commitment to excellence and camaraderie.

AUSTIN COUNTRY CLUB BY THE NUMBERS:

- Approximately 1,344 Members in all categories
- \$150,000 Initiation fee
- \$11,952 Annual dues plus capital dues of \$200/month
- Approximately \$27,345 Gross volume
- Approximately \$11,858 Annual Dues Volume
- Approximately \$8.4k F&B Volume
- Approximately 201 Employees (FTE); 26 Part-Time
- Approximately 38,800 rounds of golf
- The club uses Jonas for accounting and POS

- 11 Board members, each serving 3-year terms
- Average Membership Age is Approximately 58

AUSTIN COUNTRY CLUB WEBSITE: www.austincountryclub.com

GENERAL MANAGER/CHIEF OPERATING OFFICER POSITION OVERVIEW

The GM/COO has full responsibility for all aspects of club operations at the Austin Country Club and reports directly to the President and Board. The GM/COO will be an out-front, empathetic, selfless leader who is approachable and just genuinely enjoys people. This Individual will excel at building sincere relationships with both members and staff. Their outgoing, sincere personality and excellent listening and communication skills will be a great asset in being successful in this position. He/she will lead the management team and indirectly supervise all employees of the club while intuitively promoting a positive, engaging, and highly competent service culture in all operations.

The GM/COO will be a strategic thinker by nature, possess strong long-term planning experience and skills, and will act as the Board's strategic partner, consistently carrying out the Board's vision of the club by leading, encouraging, and motivating their management team to deliver the member experience desired. Develops operating policies and procedures and directs the work of all department managers. Implements and monitors the budget, monitors the quality of the Club's products and services, and ensures maximum member and guest satisfaction. Secures and protects the Club's assets, including facilities and equipment.

Also, the GM/COO exemplifies the Club's commitment to its employees being valued and respected, and all resources are used wisely for the benefit of current and future members. The successful new GM/COO at Austin Country Club will need to have especially strong skills in "mentoring" and "holding accountable" a senior staff and group of meaningfully engaged employees.

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. Having a strong understanding of the game and the traditions of golf will be of importance. Austin Country Club has been a leader in the world of amateur and Professional Golf for more than 100 years.

He/she must be a proactive, visible leader in the Austin community and really exhibit and live the culture that the members know as the down-to-earth ways of the Texas Hill Country. Understanding the importance of this culture and being the type of individual who exhibits and leads others to foster an environment whereby all who come to the Austin Country Club will leave knowing it is the culture that drives the success of the club. Participates in outside activities that are judged as appropriate and approved by the Board of Directors to enhance the prestige of the club; broadens the scope of the Club's operation by fulfilling the public obligations of the Club as a participating member of the community.

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. Ultimately, the GM/COO must determine when change is necessary and when stability is preferable, upholding ACC's culture of respect and professionalism within the Club and in the Austin community.

This leader 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. Welcomes new club members; "meets and greets" all club members as practical during their visits to the Club. He/she must be able to clearly and intuitively "lead by example," exemplifying how to perpetuate a true top "Club Experience" commensurate with what should be one of the top family country clubs in Texas.

Attention to detail and having necessary and appropriate follow-up skills are very important personal characteristics, especially important with every element of Austin Country Club's amenities, as there has already been and will continue to be significant reinvestment.

He/She must have a reputation of being of the highest levels of business and personal ethics, integrity, and professionalism.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER

- Come in and start by listening and observing while “learning and assessing” the operation.
- Prioritize developing and building relationships with the current Club staff.
- Get to know members, sincerely know members, and engage them in an intuitively sincere and enthusiastic manner.
- Work closely with the Board, Committees, and senior management staff to ensure a full and complete understanding of Austin Country Club, its history, culture, and traditions before making any significant changes.
- Provides advice and recommendations to the President and committees about construction, alterations, maintenance, materials, supplies, equipment, and services not provided in approved plans and/or budgets.
- Prioritize the improvement and consistency of the Food and Beverage operation, recognizing its essential role in supporting the overall member experience and the Club’s reputation for quality.
- Immersing themselves in the new West side capital project to be able to understand the scope and what will be done, and how it will be operated when completed for the benefit of the membership.
- Coordinates the development of the Club’s long-range and annual business plans.
- Understand the financial model, its history for implementation, and the need for adherence by all departments/managers and clearly understand how the Austin Country Club makes its financial projections.

To reiterate, fostering a culture of solidarity and teamwork throughout the team and the club at large is very important to the Board for the benefit of the staff and membership. Significant to this expectation is the ability to lead a team in a friendly, engaging, competent way and be passionate about one’s staff’s well-being, who are sincere about serving the club’s members.

CANDIDATE QUALIFICATIONS

- Minimum of 7-10 years of progressive leadership experience in a private club or high-end hospitality environment.
- Significant progressive management experience in a well-regarded private club (preferred) or similar hospitality environment, preferably with at least 5 years in a top executive role or Assistant General Manager role at a well-regarded, top-performing club.
- Preferably, strong and verifiable experience in leading a dynamic, progressive, “family-centric” club environment with significant recreational and social activities and amenities.
- A true appreciation of golf, its history, and how to deliver an exceptional “experience” to members and guests.
- Possesses 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.
- History of strong financial acumen, budgeting, and presentation skills.
- Coordinates development of operating and capital budgets according to the budget calendar; monitors monthly and other financial statements for the club; takes effective corrective action as required.
- Develops, maintains, and administers a sound organizational plan; initiates improvements as necessary.
- A verifiable commitment to ongoing professional development and a clear understanding of both trends and benchmarks in the club industry, as well as a strong professional “network.”
- Long-term 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.
- Sincerely enjoys and has a history of “mentoring” others to both develop their skills and to benefit and bring depth to the organization.
- Strong and polished personal presence with an intuitive desire to meet, interact with, and build strong relations amongst all constituents.
- Excellent overall communication 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.
- Impeccable integrity, business ethics, and sound judgment.

- An interest in a long-term commitment to the Austin Country Club.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A Bachelor's Degree from a four-year university or college is preferred, preferably in Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience may be considered.
- Certified Club Manager (CCM) or PGA GM Certification designation preferred.

EMPLOYMENT ELIGIBILITY VERIFICATION

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

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club, along with the typical CMAA and PGA 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 on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to the **Austin Country Club search committee/attention co-Chairs Marc Alcedo & Eric Wright** Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why ACC and the Austin, TX 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 Tuesday, August 26, 2025. Candidate selections will occur early September, with the first Interviews expected later that month, and the second interviews a short time later. The successful candidate should assume his/her role by mid-November.

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter – Austin 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 Bethany Taylor at: bethany@kkandw.com

Search Executive:

Paul K. Levy, PGA
Search & Consulting Executive

O: (833) KKW-HIRE, ext. 711

M: (760) 417-9048

paul@kkandw.com