

# KOPPLIN KUEBLER & WALLACE

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## **GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: TROUT NATIONAL - THE RESERVE VINELAND, NJ**

### **GENERAL MANAGER/CHIEF OPERATING OFFICER AT TROUT NATIONAL - THE RESERVE**

One of the most exciting new golf projects undertaken in this new golf course development boom, Trout National – The Reserve, is embarking on a search for a General Manager/Chief Operating Officer (GM/COO). Opening in Fall 2025, Trout National is an awe-inspiring collaboration between MLB All-Star Mike Trout and local partner and businessman John Ruga, with design by golf icon Tiger Woods' TGR Design. Their vision is clear: To be the world's premier private golf club, building an enduring legacy driven by passionate members who love and respect the game and a team dedicated to delivering a memorable experience.

The successful candidate must possess the ability to carry out Mike and John's vision, to create an environment and culture where members and guests forget about the outside world and experience world-class golf at an unparalleled service level when they come through the gates. Experience in a startup operation and a collaborative mindset will be a huge plus for those interested in applying for this position.

Success in this role hinges on having the ability and innate desire to secure and maintain active, positive involvement from the Board of Managers of Trout National by collaborating on the "vision" for the Club and the means to achieve it. Daily focusing on gaining the Board's support to build a culture of Member focus, quality, and service; while soliciting input on specific issues that affect Members. Excellent communication skills will allow the GM/COO to report the "state of the Club" effectively and regularly through Board Meetings while demonstrating respect in any dealings representing the club.

The desire is for a leader who can come in and enhance the family atmosphere that Mike, John, and their team have created. The GM/COO should have a certain gravitas with a servant's heart in leading and successfully managing the team they put together for this start-up exclusive but "laid back" private club. They will be a thought partner in every aspect of the business, from leading the membership initiative to setting and reaching the desired goals and setting and managing the financial plan, to name a few of the most important. The GM/COO will take the vision of Mike and John and act as a partner to make their dream a reality.

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

### **TROUT NATIONAL - THE RESERVE OVERVIEW**

Located in Vineland, NJ, an approximate 45-minute drive from the Philadelphia International Airport, Trout National—The Reserve will offer invitation-only membership. It will be the ultimate destination where passion for golf meets unparalleled luxury.

The Clubhouse at Trout National stands as a symbol of refined elegance. Resembling a stately manner of European-inspired details, it exudes grandeur through slate roofs, limestone walls, and timber accents. Seamlessly marrying traditions with contemporary elements, the design features exposed steel concrete structures and expansive glass patterns, paying homage to the artistry and industry of the region. Members and guests immerse themselves in the epitome of world-class service set against a relaxed atmosphere that transcends typical club settings. The finest cuisine is expertly paired with an extensive wine cellar, creating an exquisite dining experience and genuine relaxation, a harmonious blend of sophistication, comfort, and camaraderie.

The club offers a luxurious spa and a state-of-the-art fitness center designed by Mike himself to meet all the Wellness needs. For a touch of leisure, members and guests can enjoy a bowling alley, game room, and an indoor simulator featuring the latest technology. Additionally, Trout National offers an off-site experience at the nearby Wheaton Mansion, providing an exclusive opportunity to explore and relax in the nearby scenic fishing locales.

Members can escape to a player's paradise where a one-of-a-kind championship golf course seamlessly blends in with its picturesque surroundings. Trout National - The Reserve will be where member experiences are personally curated for comfort and satisfaction. From tarmac to tee box, the world-class amenities and top-of-the-line accommodations will have members wanting for nothing.

#### **TROUT NATIONAL - THE RESERVE (TNTR) SNAPSHOT**

- Memberships are by invitation only. (2025 is the target opening date)
- TNTR is A For-Profit Club
- 18-hole championship golf course
- On-course comfort stations with F&B
- Clubhouse with world-class dining and wine program
- World-class practice facilities including a short game area, putting course, 3-bay performance center and golfer's lanai, and short game course.
- Five Star Lodging with on-site private cottages and lodges
- 24/7 Concierge service
- Bowling and Games Rooms
- Best-in-Class golf shop
- Spa and state-of-the-art fitness center
- Nearby Wheaton Mansion, which includes lodging, F&B, and banquet capabilities.
- On-course private helipad
- Private airport 10 minutes from Trout National, Private member and guest shuttle

**TROUT NATIONAL - THE RESERVE WEB SITE:** [www.troutnational.com](http://www.troutnational.com)

#### **GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW**

The General Manager (GM/COO) is responsible for helping set and support the mission and vision of Trout National - The Reserve. The ultimate overall focus is to secure and maintain active, positive involvement from the Board of Managers by collaborating on the "vision" for the Club and the means to achieve it, gaining the Board's support to build a culture of Member focus, quality and service; soliciting input on specific issues which affect Members; reporting the "state of the Club" regularly through Board Meetings; demonstrating respect and recognition for each Board Manager in any contacts with the Club.

The GM/COO's primary purpose is to ensure all actions are coordinated to exceed Member expectations while achieving the Club's revenue objectives and satisfying the financial covenants and contractual obligations. Duties include developing standard operating procedures for all departments, setting up and overseeing point-of-sale systems, and recruiting the lodging, food and beverage, financial, facilities, and services team, maintaining exceptional facilities, services, and programs throughout the club's offerings.

The GM/COO will work closely with the Board of Managers to develop the Board agenda and to make sure that the Board has the appropriate reports and financial information it needs to monitor club operations, understand its financial position, and plans for future club needs. The single indicator of a GM/COO's success is continued growth, achieved through effective member relations, member service levels, employee satisfaction, marketing, sales, and operational quality, as measured by growth in the net promoter score, actual net Members, build-out of the waitlist, member satisfaction surveys, EBITDA, and Initiation Fees.

The GM/COO will play a critically important role in developing, maintaining, and enhancing the personality and culture of the Club, its membership, and its employees.

He/she will be a visible, warm, and welcoming person who will be personally involved in all aspects of the club's operations, setting the tone and the training of employees and being personally present at big and small events. Because of the fluctuating demands of the Club's operation, it may be necessary for each Employee to perform a multitude of different functions; therefore, as an essential part of the position, it will be expected to help others when the occasion arises. Accordingly, it may be expected to perform other tasks as needed or as directed. Maintaining an "open door" and providing a forum for employees to voice concerns and provide input confidentially and without fear of reprisals. The GM/COO will be the front runner in creating a motivating work environment, centered upon teamwork and mutual respect that is expected to focus on Member and Employee Satisfaction while exceeding the Club's revenue objectives.

The GM/COO will have the following club department heads reporting to him/her, including the Director of Golf, Golf Course Superintendent, Chief Financial Officer, Clubhouse Manager, Executive Chef, and Facilities Manager. They will be responsible for maintaining appropriate staffing levels daily in all departments.

### **ESSENTIAL FUNCTIONS AND ACCOUNTABILITIES OF THE GENERAL MANAGER/COO**

- Job one on the first day is to work towards setting a culture of respect and professionalism that the board of managers desires for all team members, current and future, and the membership in total. Lead in a style that will be aligned with a club theme of being "competitive and fun" and set a tone for the club that exhibits a style that is both elegant and casual at the same time. It should feel like coming home for everyone who works and plays here.
- Partner with the Director of Golf and Golf Course Superintendent to create an exclusive and exceptional golf experience. The Trout National golf experience is the key to the Club's success.
- Apply initiative to achieve personal/professional growth as a member of the Club's management team and maintain professional certifications as they may apply to the specific product line.
- Work closely with the Director of Membership to enhance the marketing plan and actively market Club Memberships, Member services, and facilities to attract the initial Members and achieve revenue objectives.
- Identify programming opportunities for Member events in all operational areas, i.e., food & beverage, /golf/tennis/athletic, and other recreational facilities, as applicable, that satisfy ongoing Member needs and implement to achieve revenue objectives. Actively utilize Member Committees and the Board of Managers.
- Manage and set the expectations that Department Heads will identify and develop employee development plans in all departments for career advancement through performance review systems, cross-training, and goal setting.

### **MANAGEMENT AND LEADERSHIP FUNCTIONS AND RESPONSIBILITIES**

- Possess strong financial acumen and exceptional administrative skills, including a clear understanding and development of KPIs for the organization, and able to articulate their meaning and trending analysis. Ability to create and oversee a system identifying key ratios to track (payroll, net F&B, etc.) and valuable 'dashboards' for oversight and enhancement of operations.
- Have enthusiasm and aptitude for teaching and training, developing, and enhancing orientation and training programs for all Club personnel, working, as necessary, with the managers directly responsible for those operations.
- Have strong administrative skills and proven ability to recognize and articulate the needs of Trout National - The Reserve to maintain a healthy financial position in the future through analytical rigor and data accumulation for enhanced decision-making.
- Maintain exceptional Member relations, Member service levels, and facilities by creating a quality environment through staffing, programming, service operations, and maintenance.
- Coordinating Human Resource needs by department into an organized, well-defined plan that identifies recruiting and placement targets, specific actions to address developmental needs, and recognition and training objectives.
- Recruit, select, train, develop, and continually evaluate a qualified staff of Department Heads to understand the relationships between value, Member Satisfaction, and Member retention/attrition while achieving departmental revenue objectives and net margins.

## CANDIDATE QUALIFICATIONS

- A minimum of 3-5 years of progressive leadership/management experience, with consistently upward-tracking leadership experience in a contemporary business model club or similar hospitality operation known for high service standards.
- Good judgment and sound decision-making skills, resolving problems promptly, as confirmed in reference checking and interviewing.
- Detail-oriented, with the ability to exercise good time management skills and instill such proficiencies in others with whom he/she will be working if selected.
- Experience in planning and administering training and professional development programs for all.
- Experience developing/implementing annual (business) plans, operating reports, forecasts, and budgets, with a strong understanding of hospitality and service balanced against financial efficiencies.
- Able to monitor safety conditions and employees' conformance with safety procedures; updates emergency plans and procedures and assures that effective training for these programs is conducted in all departments.

## 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 will be considered.
- Industry certifications preferred but not required, preferred designations: CCM, CCE, PGA

## 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, befitting a club the stature and significance of Trout National—The Reserve. In addition to the typical CMAA benefits, the club offers an excellent bonus and benefits 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 Trout National's Board of Managers.** Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why TNTR and the Vineland, NJ 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 Sunday, April 28, 2024. Candidate selections will occur in early May, with the first Interviews expected later that same month and the second interviews a short time later. The new candidate should assume his/her role in early July.**

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter, Trout National"

(These documents should be in Word or PDF format)

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.

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