

# KOPPLIN KUEBLER & WALLACE

---

## **GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: THE BRIDGES AT RANCHO SANTA FE RANCHO SANTA FE, CA**

### **THE GENERAL MANAGER/CHIEF OPERATING OFFICER OPPORTUNITY AT THE BRIDGES AT RANCHO SANTA FE**

The Bridges at Rancho Santa Fe is known as one of the most exclusive private country club experiences in the greater San Diego area. The club is looking for its next General Manager/Chief Operating Officer (GM/COO) who will energize The Bridges experience, striving for world-class service. Responsible for day-to-day operations, the GM/COO will lead renovations, drive the club's mission, and be the visible leader. Reporting to the Board, the GM/COO ensures fiscal responsibility, collaborates on policies, and enhances member experiences. The General Manager/Chief Operating Officer is also tasked with implementing and monitoring the budget, ensuring the quality of Club products and services, maximizing Member and guest satisfaction, and securing and protecting Club assets. This position is responsible for overseeing all aspects of the club including managing activities and relationships with The Board of Directors, Members, guests, employees, community, government, and industry. The role involves coordinating and administering Club policies, developing operating procedures, and directing the work of department managers. Core Responsibilities for the GM/COO is to emphasize the implementation of policies, long-term strategic planning, personnel management, financial oversight, and commitment to high operational standards.

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

### **ABOUT THE BRIDGES AT RANCHO SANTA FE AND COMMUNITY**

The Bridges at Rancho Santa Fe (BRSF or The Bridges) is a Club like no other. Nestled within the coastal crests and canyons of Rancho Santa Fe, it's a place where a spirit of togetherness is cultivated among members and shared ideals are nurtured. Members there are friends – like family where lifelong memories are made, traditions are honored, fun is had, and stories are written. At its heart, The Bridges lifestyle is about giving members the freedom to live as they have always dreamed.

The Bridges offers members and guests an iconic signature Robert Trent Jones II designed 18-hole golf course. It is a playground, the ultimate sanctuary amid the Southern California hustle and grind. The Bridges' robust golf programming offers competitive and social events for the club's aspiring professionals and leisure players. Providing challenges and memories for golf novices and pros alike, the world-class course's dramatic terrain, design and amenities remain unparalleled in San Diego. The Professional Shop at the Bridges features an upscale boutique with golf, lifestyle, health and wellness equipment and apparel, along with accessories and gift items.

Members enjoy the Richard C. Helmstetter Performance Centre, a state-of-the-art golf facility offering exceptional personalized golf instruction, a player development program for players of all skill levels and abilities, and a meeting and event venue.

Dining at The Bridges is in a class all its own offering several venues, each unique in style and ambiance. The club provides exquisite amenities including a world-class health club, a full-service day spa, year-round heated pool, and a Tennis & Recreation Centre boasting of everything from an entertainment lounge to a bocce court offering an active competitive and recreational calendar.

### **MISSION STATEMENT:**

Our mission is to provide our members with a vibrant and exclusive club experience, which fosters a sense of community, passion, and excellence. Our values are centered on providing our members with exceptional service, fostering a welcoming and inclusive environment, and promoting sustainability and responsibility.

### **THE BRIDGES AT RANCHO SANTA FE BY THE NUMBERS:**

- 28,000 Annual rounds of golf
- Initiation Fee \$200K
- Annual dues/fees regular members are \$31,920
- The Club has approximately 433 members in all categories
- \$20M Gross volume Approximately
- \$13M Annual Club dues volume Approximately
- \$12.1M Annual Golf dues volume Approximately
- \$3.2M F&B volume Approximately
- 145 Full-Time Employees
- 7 Committees
- 9 Board Members serving 3year terms
- 60 - Average age of members
- The Club uses ClubEssentials for its accounting and POS
- The Club is organized as a For profit C-corporation

**THE BRIDGES AT RANCHO SANTA FE WEB SITE:** [www.thebridgesrsf.com](http://www.thebridgesrsf.com)

#### **THE BRIDGES AT RANCHO SANTA FE GENERAL MANAGER/CHIEF OPERATING OFFICER POSITION OVERVIEW**

The General Manager/Chief Operating Officer reports directly to the Club President and Board of Directors. Direct Reports include Director of Food and Beverage, Controller, Membership Director, Director of Security, Director of Golf, Golf Course Superintendent, Director of Health & Fitness, and Executive Assistant.

#### **RESPONSIBILITIES INCLUDE:**

- Implements general policies established by the Board of Directors and directs their administration and execution.
- Plans, develops, and approves specific operational programs, procedures, and methods in alignment with general policies.
- Coordinates the development of the club's long-range and annual business plans.
- Develops, maintains, and administers the management organizational plan and initiates improvements as necessary. Works with subordinate department heads to schedule, supervise, and direct the work of all club employees.
- Establishes a basic personnel policy and initiates and monitors policies relating to personnel actions, training, and professional development programs.
- Maintains membership with the Club Managers Association of America and other professional associations and attends conferences, workshops, and meetings to stay informed about current information and developments in the field. Participates in outside activities approved by the Board of Directors to enhance the club's prestige and community involvement.
- Coordinates the development of operating and capital budgets, monitors financial statements, and takes corrective action as required.
- Attends meetings of the club's Executive Committee and Board of Directors. Coordinates and serves as an ex-officio member of appropriate club committees.
- Welcomes new club members at "meets and greets" and attends all club member events as practical during their visits to the club.
- Provides advice and recommendations to the President and committees about construction, alterations, maintenance, materials, supplies, equipment, and services.
- Ensures the club operates by all applicable local, state, and federal laws.
- Oversees the care and maintenance of all the club's physical assets and facilities.
- Work collaboratively with club marketing and membership departments to grow relations programs that promote the club's services and facilities.
- Reviews and initiates programs to provide members with a variety of popular events. Ensures the highest standards for food, beverage, sports and recreation, entertainment, and club services.
- Establishes and monitors compliance with purchasing policies and procedures.

- Works with the Club Accounting Department to analyze financial statements, manage cash flow, and establish controls to safeguard funds. Reviews income and costs relative to goals, taking corrective action as necessary.

### **CANDIDATE QUALIFICATIONS**

- Project management skills with experience in golf course redevelopment, irrigation, construction, large-scale capital improvement projects, and commercial real estate.
- Deep understanding of the golf industry, with a passion for delivering exceptional member experiences.
- A demonstrated track record of driving growth, profitability, and operational excellence in a leadership role.
- Exceptional communication and interpersonal skills, with the ability to inspire and lead a high-performing team.
- Strategic thinker with the ability to navigate challenges and capitalize on opportunities.
- The ideal candidate is a team player dedicated to providing an exceptional Member experience.
- He/She should have proven executive leadership experience, preferably as a General Manager/Chief Operating Officer, in the private club, hospitality, or luxury service industry.

### **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- Bachelor's Degree preferred; progressive management experience in a private, member-owned club environment or the equivalent experience and training in a similar field.

### **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 offers an excellent bonus and benefits package including association membership. *Salary Range: \$350,000 - \$450,000.*

### **INSTRUCTIONS ON HOW TO APPLY**

Please upload your resume and cover letter, 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 Mr. Brian O'Callaghan, President, The Bridges at Rancho Santa Fe** and clearly articulate why you want to be considered for this position at this stage of your career and why The Bridges at Rancho Santa Fe and the San Diego 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 Monday, March 25, 2024. Candidate selections will occur early April with first Interviews mid-April 2024. Ideally, the new General Manager/Chief Operating Officer will commence his/her role by June 1, 2024.***

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter – BRSF"

(These documents MUST 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 Holly Weiss: [holly@kkandw.com](mailto:holly@kkandw.com)

**Search Executives:**

Thomas B. Wallace III, CCM, CCE, ECM  
Partner  
412-670-2021 (M) – Cleveland, OH  
tom@kkandw.com

Paul K. Levy, PGA, CMAA  
Search & Consulting Executive  
760-417-9048 (M) – Pinetop, AZ  
paul@kkandw.com