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GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: DALLAS ATHLETIC CLUB DALLAS, TX

GENERAL MANAGER/CHIEF OPERATING OFFICER AT DALLAS ATHLETIC CLUB

The General Manager/Chief Operating Officer (GM/COO) role at Dallas Athletic Club (DAC) is an opportunity to join one of the elite, private country clubs in the Dallas, Texas market. He/she will partner with the Club's Board of Directors to deliver a premier experience for members, guests, and employees. DAC is a vibrant club that takes great pride in its warm hospitality, excellent family environment, and member camaraderie, with many of its members living within a 20-minute drive of the Club.

The Club is looking for a strategic, energetic, mature leader with experience in all aspects of a full-service family country club environment. The successful candidate will follow a highly respected General Manager/COO of almost 14 years, who recently passed away after a long illness.

This person will exhibit all the characteristics and skills of a true relationship-focused, visionary leader who will help take the Club to a higher level of exceptional member experiences and, at the same time, take the initiative to direct the necessary coaching, mentorship, and continued development of the management team.

The new GM/COO will lead all Club operations, including the relationships between the Club and its Board of Directors, members, guests, and employees. The ideal candidate will possess exceptional leadership skills and strong financial acumen with an ability to engage members and employees at the highest level. This will be an exceptional opportunity for a seasoned leader who is comfortable and experienced in a GM/COO role that operates like a CEO.

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

DALLAS ATHLETIC CLUB AND COMMUNITY

Founded in 1919, Dallas Athletic Club is one of the most storied private country clubs in Texas. Originally located in downtown Dallas, the Club has evolved into a premier family-oriented retreat spanning over 330 acres. Its legacy includes hosting the 1963 PGA Championship, where Jack Nicklaus earned his third major title and first PGA Championship—a milestone that shaped both the Club's identity and its ongoing relationship with the legendary golfer, who later redesigned both 18-hole championship courses.

Golf is at the heart of the Dallas Athletic Club experience. Members enjoy two distinct Jack Nicklaus Signature Golf Courses that offer challenging play for all skill levels, complemented by a state-of-the-art short game practice facility and teaching center. Year-round playability and tournament-quality conditions make DAC a top choice for serious golfers and weekend players alike. DAC continues to pursue and support USGA and TGA events, hosting the 1997 Mid-Am and the 2019 Texas Amateur.

Beyond golf, DAC offers robust tennis and pickleball programs, a full-service fitness center with group classes, a resort-style pool complex for families, and diverse dining options ranging from elegant meals to casual favorites. Whether enjoying a wine dinner, a group workout, or a day at the pool, members find community and connection in every aspect of Club life.

The Club is easily accessible from downtown Dallas yet offers a tranquil escape from city life. It is located in East Dallas, near the intersection of Interstate 30 and Interstate 635 near Mesquite, Texas, a Dallas suburb.

Dallas Athletic Club is an ideal everyday retreat for those looking for long-standing traditions, state-of-the-art amenities, and an unparalleled private country club experience. A private country club community that truly feels like home, Dallas Athletic Club offers a wealth of opportunities to play, socialize, and make lasting memories.

Club Vision – A Premier Country Club Experience

Our Mission – Dallas Athletic Club is committed to enhancing the social and athletic lifestyles of our members by promoting a culture of warm hospitality, personalized service, quality amenities, and relevant programs for the diverse needs of our members.

DALLAS ATHLETIC CLUB BY THE NUMBERS:

- Aggregate members in all categories: 1,374
- Average age of member: 54
- Initiation Fees: Golf-\$60,000; Tennis-\$30,000; Athletic-\$15,000
- Aggregate annual Resident Golf Member Dues: \$11,160
- Approximately \$24.5M Gross volume
- Approximately \$13.1M Annual dues volume
- Approximately \$4M Annual F&B volume
- Food Cost 46%
- Approximately 240 Employees (175 FTE) + 40 Seasonal
- Approximately 54,000 Rounds of Golf Annually
- 9 Board members, each serving 3-year terms
- 7 Committees – Golf and Grounds, House, Tennis, Finance, Governance, Strategy, Membership
- Club operates as a 501c7
- Recently completed \$8M renovation to Gold Golf Course; currently doing a \$6M renovation to Blue Golf Course
- Two 18-hole championship courses
- 10 outdoor tennis courts
- 5 food & beverage outlets

DALLAS ATHLETIC CLUB WEBSITE: www.dallasathleticclub.org

GENERAL MANAGER/CHIEF OPERATING OFFICER POSITION OVERVIEW

The GM/COO has full responsibility for all aspects of operations at DAC, effectively managing all resources, reporting to the Board of Directors, and administratively to the President of the Board. The GM/COO will lead the management team, be representative of modern, 'metric-oriented' management practices, and indirectly supervise all employees of the Club while intuitively promoting a positive, engaging, and highly competent service culture in all operations.

Club membership highly regards DAC staff, and the enhanced continuance of a fully engaged, energized, well-trained, committed team is critical for continued success.

He/she must be able to clearly and intuitively exemplify and perpetuate a true top "Club Experience" commensurate with what is one of the top family-oriented country clubs in Texas. A successful candidate will be an integral and proactive part of developing relationships that lead to membership interest, retention, and/or business opportunities, and will be effective in orienting and welcoming new members.

KEY PRIORITIES OF THE GENERAL MANAGER/CHIEF OPERATING OFFICER

- Plans, develops, and approves specific operational policies, programs, procedures, and methods in concert with general policies.
- Operates in a CEO like fashion, coordinating and influencing the development of the Club's long-range strategic plan
- Responsible for team member recruitment, training, motivation, and retention
- Attends conferences and educational events to keep abreast of current information and developments in the field.

- Coordinates development of operating and capital budgets according to the budget calendar; monitors monthly and other financial statements for the Club; reviews income and costs relative to goals; takes corrective action as necessary
- Consistently ensures the Club is operated by all applicable local, state, and federal laws
- Oversees the care and maintenance of all the Club's physical assets and facilities
- Ensures the highest standards for F&B, sports and recreation, entertainment, and other Club services
- Reviews and initiates programs to provide members with a variety of popular events
- Works with the management team to schedule, supervise, and direct the work of all Club employees
- Attends all meetings of the Board of Directors and committee meetings as appropriate
- Participates in outside activities that are judged as appropriate and approved by the President of the Board to enhance the prestige of the Club; broadens the scope of Club operations by fulfilling the public obligations of the Club as a participating member of the community

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER

- Implement general policies established by the Board of Directors
- Develop, maintain, and administer a sound organizational plan, and initiate improvements as necessary
- Listen and observe, while learning and assessing the operation.
- Bring an innovative and collaborative mindset to a club looking for opportunities to modernize operations using the best of today's technology
- Quickly bond with the current Club staff by being accessible and approachable
- Get to know members as quickly as possible, engaging them sincerely and enthusiastically by being visible and approachable.
- Work closely with the Board of Directors, Committees, and senior management staff to ensure a complete understanding of Dallas Athletic Club, its history, culture, and traditions before making any significant changes
- Understand the financial model, its history for implementation, and the need for adherence by all departments/managers, and clearly understand how Dallas Athletic Club makes its financial projections
- Focus on the two key elements to long-term success at Dallas Athletic Club -- membership and employee engagement

CANDIDATE QUALIFICATIONS

- 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 under an experienced leader
- Strong and verifiable experience in leading a dynamic, progressive, "family-centric" club environment with significant recreational and social activities and amenities
- Excellent leadership skills with the ability to make timely decisions based on relevant data
- 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"
- Strong financial acumen and budgeting skills
- Experience in a for-profit operating model will be seen as a plus, as the Club has a no-assessment bylaw provision and currently does not have a capital dues plan
- A true appreciation of golf, its history, and how to deliver an exceptional "experience" to members and guests
- A verifiable history of success in working in a 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
- A history of "mentoring" others to both develop their skills and to benefit and bring depth to the organization
- A fundamental nature of calmness, emotional intelligence, and strength, as well as tactfulness and diplomacy
- Strong overall communication skills in both verbal and written form
- Impeccable integrity, business ethics, and sound judgment

The role of GM/COO at DAC should be attractive to those qualified candidates seeking a stable, long-term commitment to a community with an outstanding history and stability. For the right individual with passion, enthusiasm, and consistently enhanced skill sets, Dallas Athletic Club can be the type of opportunity that could be the “pinnacle role of one’s career.”

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A Bachelor’s degree from a four-year university or college, preferably in Hospitality Management
- In lieu of a Bachelor’s 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 commensurate with qualifications and experience. The Club, along with the typical CMAA and PGA benefits, 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 the **Dallas Athletic Club President and Search Committee Chair, Ms. Whitney Ragsdale**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why DAC and the Dallas 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 Wednesday, August 5, 2025. Candidate selections will occur mid-August, with the first Interviews expected in early September and the second interviews a short time later. The successful candidate should assume his/her role in early November.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Dallas Athletic 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 Bethany Taylor at: bethany@kkandw.com

Search Executive:

Paul K. Levy, PGA

Search & Consulting Executive

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

760-417-9048 (M) – Pinetop, AZ

paul@kkandw.com