

GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: THE CLUB AT LAS CAMPANAS SANTA FE, NM

GENERAL MANAGER/CHIEF OPERATING OFFICER AT THE CLUB AT LAS CAMPANAS

The Club at Las Campanas, located in Santa Fe, NM, is in search of a dynamic, engaging, and influential leader with a proven track record of success to assume the role of General Manager/Chief Operating Officer (GM/COO). The ideal candidate should possess the capability to elevate service standards, promote an exceptional organizational culture, and enhance both member and employee experiences. The incoming GM/COO will take charge of a skilled team and outstanding facilities, which are currently being re-envisioned in recent and upcoming renovations in an extensive capital plan, "Imagine Tomorrow."

The Club at Las Campanas rests gently at 7,000 feet altitude, with mild winters, lovely summers, and is just minutes away from one of the nation's most exciting right-sized cities, featuring more than 250 art galleries, world-class cuisine, and sophisticated entertainment options. This is a unique opportunity to lead a nationally acclaimed club and contribute to the unique Santa Fe community and culture.

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

THE CLUB AT LAS CAMPANAS AND COMMUNITY

Established in 1991, The Club at Las Campanas is situated in a premier luxury golf gated community stretching across 4,700 acres surrounded by pristine desert. The community is comprised of exclusive neighborhoods with custom and semi-custom homes and homesites. The Club at Las Campanas is a place where members can enjoy two award-winning Jack Nicklaus Signature golf courses (Sunrise and Sunset), a 46,000 square foot Hacienda Clubhouse, a peerless Equestrian Center, Fitness & Tennis Center which includes a luxurious spa, 7 synthetic clay tennis courts, 4 Deco turf pickleball courts, a 2.5-acre dog park and year-round dining opportunities in the award-winning Hacienda Clubhouse and Log Cabin. The Club has earned a reputation for world-class facilities and has been recognized as a Platinum Club of America since 2014 and as a Distinguished Club by Boardroom Magazine since 2018.

Most recently, the Club has been undergoing extensive renovations to re-invest and modernize its high-caliber amenities. With Phase One of the "Imagine Tomorrow" project, significant enhancements were made to the member-favorite dining space, The Log Cabin, and a complete renovation of the Sunrise course irrigation system. Renovations to the Fitness Center, spa, salon, outdoor pools, and pool café will begin in the coming months. Additionally, the Club is at the forefront of water conservation and is the only property in New Mexico that is recognized as a member of The Audubon Cooperative Sanctuary for Golf Courses.

Members of the community created the Las Campanas Community Foundation (LCCF) over twenty years ago. LCCF provides scholarships to Club employees and supports numerous Santa Fe community organizations through grants. Since its inception, LCCF provided \$1.2m in scholarships and \$2.8m in community grants covering over 120 organizations and scholarships for 265 students who are Las Campanas' employees or family members. These programs demonstrate the commitment of the membership to the employees of the club and the Santa Fe community at large.

THE CLUB AT LAS CAMPANAS BY THE NUMBERS:

- Members: 845; Golf 500, Social 345
- Cost of Belonging \$150,000; Golf Initiation Fee - \$75,000, CIF \$75,000 / \$100,000 – Social Initiation Fee - \$45,000, CIF \$55,000
- Annual Dues: Approximately \$14.2M

- Gross Payroll: Approximately \$11M
- Gross Volume: Approximately \$24M
- Food and beverage operations revenues are approximately \$3.3M
- Employees: 160 FTE / 57 seasonal
- 13 Board members
- The Club uses Clubessential for POS and Accounting
- The Club is organized as a 501(c)(7)
- The average member age is approximately 68 years

THE CLUB AT LAS CAMPANAS WEBSITE: www.theclubatlascampanas.com

GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW

The General Manager/Chief Operating Officer (GM/COO) is a highly visible and naturally engaged leader with a servant's heart who is responsible for the effective and proactive management of all aspects of all club operations. The GM/COO will devote their full time and attention to providing maximum member and employee satisfaction, both short and long-term. The continuance and improvement of the quality of the Club's services, as well as the maintenance, security and protection of the Club's assets and facilities, will also be fundamental duties.

The new GM/COO will have complete ownership of all club operations and will lead a capable and highly regarded group of senior managers. He or she will directly supervise the senior leadership team of the club including the Executive Chef, the Clubhouse Manager, the Golf and Agronomy Operations, Equestrian Barn Manager, Fitness, Tennis, and Spa Director, Director of Membership Development, and all administrative functions. A significant element of the GM/COO's role will be developing and mentoring direct report as well as establishing training programs for all levels of employees. The GM/COO will report to the Club President/CEO and the Board of Directors.

The GM/COO will be responsible for the creation, implementation and consistent maintenance of all service standards and processes while providing relevant, innovative, and respectful leadership for key managers and staff. Given the size and scope of offerings at the Club, a primary objective is for the GM/COO to be the highly visible and interactive 'face' of the Club to both staff and members.

The new GM/COO will demonstrate a history of success in building organizations that prioritize recognition, respect, and support the contributions of key managers and staff. Additionally, the GM/COO will create an empowered team with a culture of accountability. Being a consistent and positive leader is critically important, while further ensuring the team continues to work collaboratively and with mutual respect. Being a strong mentor, with a focus on continuous professional development, is a critical success factor. The new GM/COO will continue to build upon a culture that is exceedingly warm, unassuming, and comfortable and makes the members feel that the Club is truly "an extension of their homes."

Outstanding communication skills are necessary for this role. As the primary communicator of much information at the Club, proven outstanding verbal and written skills are absolutely critical, as is a keen ability to listen, engage, build trust, and be highly approachable.

The GM/COO will function as a strategic thought partner with the Board of Directors and participate on all Club Committees. He or she should be a strategic thinker, working with the Board to set the vision and creating the operating plan to support the vision. Additionally, he or she should be well-equipped to lead a transformative effort with respect to the organizational structure, leadership, and staffing. Finally, the Club's investment into "Imagine Tomorrow" will require critical project management skills to continue a successful design, execution, and completion according to budgets and timelines.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/ CHIEF OPERATING OFFICER

- Listen, interact, observe, evaluate, and spend time to understand what makes The Club at Las Campanas a special and unique place. Be a thoughtful, engaging, genuine, consummate professional and diplomatic leader who gets to

know the team and members, their families, and their involvement as well the community of Santa Fe.

- Evaluate service standards throughout the operation, specifically in food and beverage. Make changes as necessary to ensure operational consistency and a premier member experience.
- Assess and refine The Club at Las Campanas member experience, establishing standards of excellence and creating expectations for the team to follow as well as upholding a culture of accountability.
- Partner with the Club Controller and Senior Management to develop, compile, and evaluate key data points to be used in decision making for club day-to-day operations. Create KPI metrics to be used as a dashboard in a Board and Finance setting to measure success and results.
- Develop and outline strategies regarding member communications and measuring member and employee satisfaction. Implement effective ways to listen and measure results, and act when needed to increase satisfaction levels.
- Conduct a full HR review. Evaluate existing practices in place and assess the skills and capabilities of the team members. Review the organizational chart and make recommendations for changes needed. Prioritize the attraction, retention, development, and engagement of human resources.
- Develop a complete understanding of the capital projects that are underway and in development. Establish relationships with external partners to continue the path of successful development, execution, and completion.
- Engage and collaborate with the Board and the management team in developing key strategic plans to address any significant items identified during the onboarding process.
- Create a “State of the Club” report to the Board after ninety days of evaluation and observation, providing keen insights and recommendations for procedures, staffing, programming, and other key processes within the Club.

CANDIDATE QUALIFICATIONS

- Leadership skills with exceptional club and/or luxury market hospitality management experience and knowledge.
- A proven record of strong operational management and impeccable “attention to detail”.
- A constant, highly visible and engaged personality with members and staff alike.
- 10-15 years of General Management experience in similar multi-dimensional, member-owned, high-quality, private clubs or hospitality is preferred. However, industry “Rising Stars” in a premier club environment with an outstanding track record of success will also be considered.
- A proven businessperson from the club or hospitality industry with exceptional financial, budgeting, and business planning skills that have yielded verifiable results. In particular, the candidate must enjoy and embrace the challenge of strong fiscal management while at the same time delivering the quality and range of services and innovative activities to enable the Club to attract and retain members and staff.
- Strong general management skills with verifiable strengths in inspirational leadership, financial performance, “people” skills, and recreational amenity management.
- A record of impeccable integrity, be a highly visible, charismatic, passionate professional, and have outstanding membership relations and communication skills, both written and verbal, including a sense of humor.
- An innate penchant for “customer service and satisfaction” and a personal, hands-on, and positive style for doing this. The GM/COO should by nature not be an “in-the-office person” but someone who is “out” with the staff and members. The candidate should have the demeanor to professionally and tactfully handle challenging staff, member, and guest issues.
- GM/COO clearly understands and promotes an environment of “Trust and Respect,” but who recognizes that such trust and respect is earned over time.
- Enjoys positively coaching department managers and employees and must demonstrate proven leadership skills in team building, employee motivation, and employee training programs.
- The ability to collaborate with the Board and Committees and a strong ability to work with the Board to further establish and implement clear roles, responsibilities, and overall metrics for sustainable success.
- Shows a high degree of initiative, innovation, and resourcefulness in directing the activities of a year-round, multi-faceted country club environment. Able to demonstrate a consummately professional image to the staff, membership, and the general public at all times.
- Demonstrates strong organizational skills, and an obsession with covering the details necessary to consistently achieve high levels of quality, satisfaction, and outstanding member experiences.
- Active and well-respected in their local and national CMAA organization.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

A Bachelor's Degree from a four-year university or college is highly desirable, preferably in Hospitality or Business Management. In lieu of the degree, substantial hospitality experience will be considered. Credentials from the hospitality industry (CCM or equivalent), recognizing ongoing involvement and commitment to lifelong personal and professional development, are desired.

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

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 **Ms. Mary Chowning, Search Chair, and The Club at Las Campanas Search Committee**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why The Club at Las Campanas and the Santa Fe, NM 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 mid-October 2024. Candidate selections will occur in late October, with the first Interviews expected in mid-November and the second interviews a short time later. The new candidate should assume his/her role in February 2025.

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter – Las Campanas"

(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 Alice Stevens: alice@kkandw.com

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