

## **GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: THE PIEDMONT CLUB SPARTANBURG, SC**

### **GENERAL MANAGER/CHIEF OPERATING OFFICER AT THE PIEDMONT CLUB**

The Piedmont Club, a premier private club known for its rich traditions and gracious Southern hospitality, is seeking an exceptional leader to serve as its next General Manager/Chief Operating Officer (GM/COO). This is an outstanding opportunity for a dynamic and engaging professional to lead a highly respected club, blending time-honored traditions with forward-thinking innovation to ensure long-term success.

The ideal candidate will bring a deep understanding of food and beverage operations, business administration, and service excellence. A strategic mindset, adaptability, and a hands-on leadership style will be essential in maintaining the club's distinguished reputation while enhancing the member experience. The GM/COO will have the unique opportunity to shape the future of the club—strengthening membership growth, retention, and engagement—while preserving the warm, inclusive culture that makes The Piedmont Club a cherished institution.

This role is ideal for a motivated leader who thrives on building strong teams, mentoring tenured staff, and fostering an environment of respect and accountability.

Spartanburg is a growing and thriving community, with close proximity to the mountains, sandy beaches, and the Eastern seaboard. Residents are attracted to the quality of life and the affordability of Southern living, as well as the abundance of outdoor activities and an emerging downtown. Members of The Piedmont Club are especially invested in the economic growth, development, and expansion of the city. The new GM/COO should have a true passion and desire to be an active and involved member and resident of the Spartanburg community.

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

### **ABOUT THE PIEDMONT CLUB**

The Piedmont Club, established in 1941, is one of the Southeast's premier private clubs, known for its exceptional social and dining experiences. Originally founded by Walter Montgomery to serve Spartanburg's growing business community during the textile boom, the Club has evolved while preserving its tradition of outstanding service. The Club is housed in the historic Montgomery House, a Queen Anne-style home built in 1893. Designed by Walter Scott Montgomery for his brother Victor, the home features towers, dormers, bay windows, and intricate wooden ornamentation. Moved 200 yards in 1939 or 1940 to make room for the Springdale Dairy Depot, the house was restored to its original architectural style in 2007.

Initially, The Piedmont Club provided both lodging and dining services, but by the 1950s, it had shifted focus solely to dining. The original dining area, now the Kate Barry Room, remains a key part of the Club. Over the years, expansions in the 1970s and 2001 enhanced its facilities to accommodate a growing membership.

The Club has upheld high membership standards while embracing change. Membership is by invitation only and must be endorsed by two members. A Non-Discrimination Article was added to the By-Laws in 1988, leading to the first female and minority members joining in 1989. In 2010, the Club elected its first female Board member and now in 2025 the Club has elected its first female President.

Expanding beyond its business-oriented origins, The Piedmont Club now hosts social events such as family nights and relaxed attire dining. It plays a key role in the Spartanburg community, serving as a venue for fundraisers, business meetings, and political gatherings. Members also benefit from reciprocal agreements with other prestigious clubs.

A 2005 Master Plan led to phased renovations. Phase I, completed in 2008, restored rooms in the Montgomery House. In 2009, Phase II modifications transformed the Fairforest Room into the General Daniel Morgan Room, creating a vibrant bar space to better suit members' dining preferences. A painting of General Daniel Morgan, commissioned in 1968 by artist Alicia Rhett, now resides in the room. Most recently, the Club underwent major facility improvements including straightening out a hallway and enclosing an outdoor porch to create more event space.

The Piedmont Club offers flexible event spaces for gatherings ranging from small meetings to receptions for up to 500 guests. Its tailored catering services and expert culinary team ensure an exceptional dining experience. With a commitment to tradition and progress, the Club remains a distinguished institution in the Southeast.

### **THE PIEDMONT CLUB BY THE NUMBERS**

- At present, there are approximately 1,500 members in all categories
- \$1,900 Initiation fee + \$100 Capital Improvement
- \$1,620 Annual dues
- Approximately \$4.6M Gross revenues from all sources
- Approximately \$1.8M Annual dues volume
- Approximately \$2.2M F & B volume
- Average age of members is 62
- There are 22 Board Members; the Board is elected annually with little turnover
- Club Committees include Admissions, Nominating, House, Membership, Building and Grounds, Strategic and Long-Range Planning, Finance and Audit, Insurance, and Executive
- The Club is organized as a 501(c)(7), not for profit organization

**THE PIEDMONT CLUB WEBSITE:** [www.thepiedmontclub.org](http://www.thepiedmontclub.org)

### **GENERAL MANAGER – POSITION OVERVIEW**

The General Manager/Chief Operating Officer (GM/COO) of The Piedmont Club will take full ownership of the club's day-to-day operations, overseeing all aspects of amenities, staff, programs, and activities to ensure an outstanding experience for members and guests. This role requires a leader who is not only highly competent in club management but also deeply engaged, approachable, and proactive in recognizing industry trends and innovations. The ideal candidate will thrive in a relationship-based, multi-generational club environment, bringing visible energy and passion to the role while embracing the growth and vibrancy of the surrounding community. It is essential that the GM/COO exercises sound judgment, recognizing what is currently working well and preserving the club's valued traditions while identifying opportunities for enhancement and long-term success.

To be successful, the GM/COO must quickly establish credibility with the staff, many of whom are long-tenured and highly regarded by both the Board and Membership. A natural team builder, the GM/COO will serve as a coach and motivator, setting clear goals and expectations while fostering a culture of respect, professionalism, and collaboration. This role requires strong leadership skills, an outgoing and engaging personality, and a hands-on approach. The GM/COO must balance administrative responsibilities with meaningful member and staff interactions, ensuring they remain a visible and approachable presence throughout the club.

Additionally, strategic planning experience and the ability to work effectively with the Board and Club Committees will be key to success. The GM/COO must implement a process-driven leadership style, setting and maintaining high performance standards while serving as a trusted thought partner to the Board. They must be a confident yet diplomatic professional who leads with integrity and accountability, commanding respect through their actions and decision-making. Attention to detail is critical, particularly in maintaining the facilities and surrounding grounds to the highest standards. Excellent communication skills, both verbal and written, as well as a strong sense of emotional intelligence, is essential, as is an appreciation for the club's deep-rooted Southern culture, where relationships are long-standing and personalized service is paramount.

## **INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER**

- Listen, learn, and observe. Become familiar with the culture of the Club. Cultivate relationships with the members, their families, and team members.
- Evaluate the overall member and service experience, especially in food and beverage operations, collaborating on a 'game plan' to innovate, elevate and enhance. One area of emphasis will be to work with the team to reimagine the Club's beverage program (craft cocktails, wine list, etc.)
- Examine the existing opportunities for gathering member feedback and assessing satisfaction levels. If needed, create a new feedback strategy plan to present to the Board promoting the right channels, balance, and metrics for member feedback and satisfaction.
- Review existing technology software and platforms. Develop a plan and make recommendations to the board to leverage technology to enhance high-touch service.
- Undertake a thoughtful look at the current operation and provide the Board with a "State of the Club" report with recommendations after 100 days in this role, including a thoughtful analysis of the Club's organizational chart.
- Partner with the Board to create a strategic membership marketing plan, focused on attraction, recruitment and retention of members while promoting club usage and member engagement.

## **CANDIDATE QUALIFICATIONS**

- A minimum of 5-7 years of progressive leadership/management experience in a private, member-owned club environment is preferred. Non-current GM's will be considered, but only with verification of work experiences with a quality club and mentor. Non-club industry candidates must be able to portray their knowledge and strengths in working with well-intended and active volunteers in board and committee roles in a non-profit dynamic. Preferably, experience in a Southern club and/or with personal connectivity to the South.
- Strong general management skills with verifiable strengths in team development, ability to monitor financial standing and cash flow, showcasing responsible fiscal management and accountability across both operating and capital budgets, recreational amenity management, exceptional quality and consistency of food & beverage programming, outstanding member/guest service programming, strategic planning, renovations, and project management, and the ability to consistently define and achieve goals and objectives.
- A verifiable history of achieving strong and positive net membership engagement within changing member demographics while ensuring strong membership satisfaction levels.
- Passion for the role, with a positive, thoughtful demeanor conducive to a fun, personalized member and staff-centric environment. Professionalism in conduct, presentation, dress, communication, and ultimately a strong, positive, "tone at the top" style is critically important.
- A strong "bottom-up" leader who recognizes and has verifiable demonstrations of his/her development of the team. Encouraging personal growth to both personally and professionally benefit the Club.
- Possessive of strong organizational skills and a natural obsession with details necessary to achieve high levels of quality, satisfaction, and outstanding member experiences and staff satisfaction and member engagement.
- A charismatic individual with a sense of humor and approachable style that is commensurate with the culture and expectations of a friendly, fun, and supportive membership and team of associates. Ultimately, someone possessing a highly developed and natural 'gravitas.'

## **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A bachelor's degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications such as CCM are encouraged but not required.

## **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all hired employees must verify their identity and eligibility to work in the United States and 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 the order listed using the link below. When prompted for them during the online application process, you should have your documents fully prepared to attach. Please be sure your image is not on your resume or cover letter; it should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **Mrs. Rogers Brandt Settle, Club President and Search Committee Chair**. 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 Piedmont Club and the Spartanburg, SC 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, April 1, 2025. Candidate selections will occur early April, with the first interviews expected in late April and the second interviews a short time later. The new candidate should assume his/her role in the summer of 2025.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Piedmont 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 Alice Stevens: [alice@kkandw.com](mailto:alice@kkandw.com)

### **Lead Search Executives:**

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