

GENERAL MANAGER PROFILE: BLUE RIDGE MOUNTAIN CLUB PROPERTY OWNERS ASSOCIATION, INC. BOONE, NC

GENERAL MANAGER OF BLUE RIDGE MOUNTAIN CLUB PROPERTY OWNERS ASSOCIATION, INC.

Blue Ridge Mountain Club Property Owners Association, Inc. (BRMC) is seeking a seasoned, enthusiastic, responsive, and emotionally intelligent General Manager to lead its next chapter of growth and refinement. Set within 6,000+ acres of largely preserved wilderness, BRMC is a unique, amenity-rich mountain community that blends luxury hospitality with a deep commitment to nature and connection. The ideal candidate will bring experience leading complex, hospitality-focused communities, with a strong command of operations, infrastructure, and financial management. Just as important is their ability to empower and elevate a team, build trust, and lead with consistency, fairness, and integrity. The candidate must be familiar with proper governance of a planned unit community.

The next General Manager must be a confident, hands-on, forward-facing leader who communicates clearly, engages with owners and staff alike, and fosters a culture of accountability and continuous improvement. They should be comfortable navigating everything from amenity oversight and utility planning to capital budgeting and member events, always with a steady hand and service-driven mindset. BRMC is not just looking for a manager; it's looking for a community builder who can elevate standards while honoring its unique character.

With new developer ownership in place as of April 2025, the right leader will have an opportunity to help shape a lasting legacy; one where BRMC is known not only for its breathtaking setting, but for its thoughtful leadership, elevated service, and the strong sense of community it offers to everyone who calls it home.

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

ABOUT BLUE RIDGE MOUNTAIN CLUB PROPERTY OWNERS ASSOCIATION, INC. AND COMMUNITY

Blue Ridge Mountain Club Property Owners Association, Inc. is a premier private mountain community spanning over 6,000 acres in North Carolina's High Country. Ideally located between the towns of Blowing Rock and Boone, BRMC offers panoramic 50-mile views, a mild four-season climate, and unparalleled access to nature and adventure. Nestled just off the scenic Blue Ridge Parkway, the community provides a rare blend of rugged outdoor living and refined modern comfort.

At the heart of the community is Watson Gap Village, BRMC's social and recreational hub. Amenities include *Lookout Grill*, a full-service restaurant with sweeping views; *Jasper House*, an architecturally striking venue used for concerts, art shows, and family gatherings; and the *Ascent Wellness & Fitness Center*, featuring indoor fitness facilities, a yoga studio, massage rooms, sauna, and personal training services.

Recreation options abound, with a resort-style pool at The Meadows, as well as courts for pickleball, basketball, bocce ball, and horseshoes. Residents enjoy a vast network of hiking and UTV trails, pristine mountain streams, waterfalls, and scenic overlooks. BRMC's 64 miles of freshwater creeks and streams are part of a protected "Outstanding Resource Watershed," supporting fly fishing, wildlife viewing, and the preservation of local flora and fauna. Outdoor activities include hiking through forested trails, riding UTVs across rolling hills, or relaxing at the Grapevine Gap Campground under the stars.

BRMC fosters a strong sense of community through curated events such as the annual Summer Solstice celebration, and Peak Fall Festival. A dedicated hospitality team plans excursions beyond the gates, including ziplining, guided hikes, and visits to nearby attractions like Grandfather Mountain and Tweetsie Railroad.

Just under two hours from Charlotte-Douglas International Airport, BRMC offers easy access to the Southeast's urban centers while providing a peaceful mountain retreat. Whether gathering with neighbors, exploring untouched landscapes, or enjoying premier amenities, BRMC delivers a uniquely elevated lifestyle rooted in nature, connection, and discovery.

BLUE RIDGE MOUNTAIN CLUB PROPERTY OWNERS ASSOCIATION, INC. BY THE NUMBERS

- \$4.69M Approximate Gross Operational Revenue
- \$9,300 Approximate Annual Dues
- \$700,000 Approximate F&B Volume
- 424 Members (20% year round residents)
- \$2.0M Approximate Gross Payroll
- 5 Board Members (serving terms appointed by the Developer)
- Club Accounting and POS Systems: Vantaca and Toast
- 800 plus homesites; 248 built out; 40 plus homes under construction; 47 rentals with club access

BLUE RIDGE MOUNTAIN CLUB PROPERTY OWNERS ASSOCIATION, INC. WEBSITE: www.blueridgemountainclub.com

GENERAL MANAGER – POSITION OVERVIEW

The General Manager provides visible, engaged, and authentic leadership for Blue Ridge Mountain Club, setting a positive, respectful, and energized tone throughout the community. This individual is responsible for delivering an exceptional member experience across all amenities, including dining, fitness and wellness, aquatics, racquet sports, and recreational programming, while working closely with the Developer, Board, and Committees to promote strong, consistent governance and leadership practices.

The GM will ensure the smooth, efficient daily operation of the community, while improving and crafting a reputation for excellence. Success in this role requires a high level of visibility and approachability, as well as a genuine ability to connect with staff, members, and guests. Leading by example and fostering a culture of respect, accountability, and collaboration will be essential in shaping the community's continued success and setting the tone at the top.

A key priority will be engaging members and owners to ensure the highest levels of satisfaction. The GM must be genuinely present and attuned to the needs of the community, with an intuitive ability to listen, anticipate, and act. Visionary thinking, paired with innovative programming and a long-term view of BRMC's growth and evolution, will be critical.

The GM will oversee all aspects of operations and ensure that every facility is operated to the highest standards. They should take time to observe, understand, and evaluate the systems and culture already in place, offering stability and thoughtful improvements over time. The GM will empower the leadership team to own their departments while holding them accountable to clear goals and expectations, fostering a shared sense of pride and purpose throughout the organization. The GM must manage to a budget and have a firm understanding of the finances of BRMC.

Equally important is the GM's role in mentoring and developing the senior leadership team and department heads. Ongoing training, coaching, and support to help elevate staff to reach consistency, excellence, and alignment with the club's objective of high service standards and brand identity.

Finally, the GM is expected to be an active and collaborative partner to the Developer, Board, and designated Committees. This includes attending and contributing meaningfully to meetings, offering insight and guidance, and maintaining strong relationships built on trust, diplomacy, and emotional intelligence. A thoughtful and strategic communicator, the GM will play a critical role in advancing BRMC's mission and long-term success.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER

- Get to know the members, their families, and the employees. Listen, learn, and observe to gain a sense of the existing culture within the Community. Provide quality leadership while upholding a positive, upbeat image for the Community and its amenities.
- Assess and elevate the member experience of Blue Ridge Mountain Club, establishing standards of excellence and creating expectations for the team to follow across departments as well as upholding a culture of accountability.
- Review the current organizational chart. Assess the operational needs and ensure that the appropriate resources are allocated in the right areas. Make recommendations to the Board for necessary changes.
- Operating in accordance with best practices and with a thorough understanding of financial resources.

CANDIDATE QUALIFICATIONS

The ideal candidate will bring several years of progressive executive leadership experience, preferably within a private, member-governed residential community, large-scale POA, or a comparable resort/hospitality environment with complex, multi-faceted operations. Experience managing or having direct knowledge of amenities such as food and beverage, fitness and wellness, racquet sports, and club-style facilities is highly desirable. Demonstrated success operating within a strong General Manager model marked by a high level of personal ownership, accountability, and strategic leadership is essential. The successful candidate will be a hands-on, service-minded professional with a track record of delivering operational excellence while fostering strong relationships with the Developer, Board of Directors, staff, and residents alike.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor's degree is preferred, ideally with a concentration in Hospitality Management, Business Administration, Public Administration, or a related field.
- Substantial large-scale POA, community association, or hospitality experience will be considered in lieu of a degree.
- Industry certifications such as CMCA, AMS, and PCAM are preferred. Strong preference for LSM designation and/or verifiable large-scale community operations experience.

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 **Mr. Nick Presnell, Interim General Manager**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Blue Ridge Mountain Club and the Blowing Rock, NC area will benefit you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible. Candidate selections and interviews will occur in a short time frame. The successful candidate should assume his/her role as soon as possible.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Blue Ridge”

(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

Lead Search Executives:

Marcie Mills, CCM

Search & Consulting Executive

O: 833-KKW-HIRE (559-4473) Ext. 716

M: 484-577-6762

marcie@kkandw.com

Kurt D. Kuebler, CCM, CMAA Fellow

Partner

O: 833-KKW-HIRE (559-4473) Ext. 701

kurt@kkandw.com