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GENERAL MANAGER/CHIEF OPERATING OFFICER: BOULDER COUNTRY CLUB BOULDER, CO

GENERAL MANAGER/CHIEF OPERATING OFFICER OPPORTUNITY AT BOULDER COUNTRY CLUB

Boulder Country Club, one of Colorado's most prestigious private golf and country clubs, is seeking a dynamic and accomplished General Manager/Chief Operating Officer (GM/COO). The highly regarded General Manager/COO, Michael Larson, will be retiring after 19 years of service to the Club.

The ideal candidate will be a positive, energetic, and empathetic leader with a proven track record at a well-managed and highly regarded club. Key qualifications include strong team-building capabilities, financial expertise, a comfort level with club information technology, food and beverage operations knowledge, and project management skills. The successful candidate must demonstrate a natural ability to mentor and hold others accountable while also fostering a collaborative and goal-driven culture. Visibility and approachability are critical, along with a genuine passion for engaging with members and enhancing their experience. The GM/COO should also possess the professional diplomacy needed to effectively guide the Board and Committees with confidence and respect.

This role offers the opportunity to lead at a premier club known for its excellence and tradition, while influencing strategic direction and operational success. It's an ideal position for a forward-thinking leader who thrives in a high-performance environment and values both innovation and community.

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

ABOUT BOULDER COUNTRY CLUB

Founded in 1922, the club moved to its current location in 1963 and has become a premier destination for recreation and relaxation. Nestled near the scenic Colorado Front Range, the club offers breathtaking views of the Flatirons and Indian Peaks while maintaining a strong legacy of excellence and community. Designed with elegance and accessibility in mind, the club has evolved over the decades to accommodate more than 800 member families with three tiers of membership: Social, Par 3, and Full Golf. Each level is tailored to different interests, from social events and fitness access to full golf course privileges.

What sets Boulder Country Club apart is its variety of high-end amenities. The 18-hole Press Maxwell-designed championship golf course, a 9-hole Par 3 course, expansive practice areas, and an active tournament calendar provide golf enthusiasts with year-round engagement. For non-golfers, the Athletic Center features indoor and outdoor pools, tennis and pickleball courts, a fitness center with Peloton bikes, group exercise classes, and massage therapy. The club also offers multiple dining venues, hosting everything from casual meals to elegant wine dinners. Social events such as movies on the lawn, themed parties, and poolside gatherings foster a strong sense of community.

Families especially benefit from the Club's extensive youth programs. Camp BCC, swim lessons, junior golf, and tennis clinics offer fun, structured activities throughout the year. With a rich history, world-class amenities, and a vibrant, family-friendly atmosphere, Boulder Country Club continues to be one of Colorado's most distinguished private clubs.

BOULDER COUNTRY CLUB BY THE NUMBERS:

- Approximately 800 members
- \$90,000 Initiation fee
- \$12,699 Annual dues
- \$13M Approximate Gross volume
- Approximately \$4M in Capital dues and initiation
- Approximately \$7.4M Annual dues volume
- Approximately \$3.5M F&B volume

- Approximately \$8.5M Gross payroll
- 108 Employees (FTE) 160 seasonal
- 9 Board members
- 67 Average age of members (full golf)
- 18 holes of golf, Par 3 short course
- Approximately 25,000 rounds of golf annually
- Fitness BCC offers more classes than any club in Colorado
- Tennis courts: Outdoor - 5, Indoor – 3, Pickle – 4
- Indoor Golf Simulators - 2

BOULDER COUNTRY CLUB WEBSITE: www.bouldercc.org

GENERAL MANAGER/CHIEF OPERATING OFFICER POSITION OVERVIEW

The GM/COO has full responsibility for all aspects of operations at Boulder Country Club (BCC). The new leader will effectively manage all resources and report to the Board of Directors and the President. The club aims to be the embodiment of an “exceptional member-centric experience.” Supporting and working effectively with a large number of committees, which are an important part of BCC’s long history and success, is also a crucial skill.

The GM/COO will lead the management team, many of whom have extensive tenure at the Club, exemplify modern management ‘metric-oriented’ practices, and indirectly supervise all employees of the Club while fostering an enthusiastic, engaging, and highly competent service culture across all operations. The successful new GM/COO at BCC will need to possess particularly strong skills in mentoring senior staff and a group of meaningfully engaged employees. The Club membership holds its staff in high regard, and maintaining an energized, well-trained, and committed team is vital for ongoing success. An authentically engaged, personally invested, and instinctual management style is especially important for success.

The successful candidate is expected to serve as an active “thought partner” with the Board and Committees, collaborating closely with both in decision-making and setting strategic direction for the long-term well-being of the membership. Like many clubs, BCC has many new, younger members with families, and successfully balancing tradition with relevance to today’s member needs and expectations is a key factor. The diversity in member age, vocation, wealth, interests, and usage creates a dynamic environment at the Club, which can also present management challenges.

The new GM/COO must demonstrate professionalism and a highly respectful personal style, demeanor, and presence—someone who recognizes and feels comfortable interacting with all demographics of members, staff, and other stakeholders vital to the Club’s success. Name recognition is foundational to this success, and this leadership style must be a critical competency at the top executive level. They must be able to clearly and instinctively embody and demonstrate “walk the talk,” exemplifying how to deliver a true top-tier “Member Experience” consistent with one of the leading family-oriented country clubs in the Rocky Mountains.

Furthermore, it is crucial for the GM/COO to possess particularly strong and demonstrable financial skills and acumen. Effective communication skills, both verbal and written, are essential as they will serve as the primary communicator of key Club information. The GM/COO must be an astute allocator of capital resources. Lastly, they must demonstrate an awareness and willingness to apply service technologies in the management of club amenities.

Exceptional leadership and guidance are of utmost importance, as the successful candidate will be positioned to direct all aspects of strategic planning. Attention to detail and the ability to follow up appropriately and thoroughly are also critical.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER

- Listen and observe while “learning the culture and assessing” the operation.
- Get to know members and staff as quickly as possible, engaging them in an intuitively sincere and enthusiastic manner.
- Learn about the Club’s history, its members, and the community, and get to know key local business leaders and influencers.

- Develop relationships with members, with an understanding of their club-centric resources.
- Work closely with the Board, Committees, and senior management staff to ensure a complete understanding of BCC's history, culture, and traditions before making any significant changes.
- Create a culture and atmosphere of empowerment and support for the Department Heads.
- Focus on the Food and Beverage operation, recognizing that it is the 'heart' of the BCC experience. Consistent delivery and execution of a positive, well-regarded product are critical success factors.
- Understand the financial model, its history of implementation, and the need for adherence by all departments/managers.
- Leverage technology as a force multiplier to improve Club Operations and member experience, e.g. operational metrics and member services.
- Capital project planning and renovation oversight of the upcoming pool project, communication, and management.
- Evolve the state of Golf Operations, improve the state of the department's technology adoption and raise the level of hospitality and customer service delivery by the department.

To reiterate, fostering a culture of solidarity and teamwork throughout the team and the Club at large is very important to the staff and membership. Significant to this expectation is the ability to lead a team of friendly, engaging, competent, and passionate staff who are sincere about serving the Club's members.

CANDIDATE QUALIFICATIONS

- Significant progressive management experience in a well-regarded private club or similar hospitality environment, preferably with at least 5 years in a top executive role. Preferably, strong and verifiable skillset in leading a dynamic, progressive, "family-centric" club environment with significant recreational and social activities and amenities.
- A 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."
- Possesses solid and verifiable success in F&B operations, including the proven ability to inspire, train, and set standards; is creative and innovative, and generally regarded as having overseen a top-tier F&B operation.
- Strong financial acumen, budgeting, and presentation skills, along with an intuitive "ROI" mindset, are essential for effectively communicating the vision behind the numbers.
- A comfort level with club operations technology (Club Essentials and others) and awareness of how technology can be used to deliver and track club services.
- A true appreciation of golf, its history and how to deliver an exceptional "experience" to members and guests.
- Experienced with the operations of an active, top-of-market racquets program, and delivering the highest level of member services.
- A verifiable history of success in working in a volunteer, 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. Having proven and demonstrable success in a strong committee culture is necessary.
- A history of "mentoring" others to both develop their skills and to benefit the organization.
- Strong and polished personal presence with an intuitive desire to meet, interact with, and build strong relations amongst all constituents.
- A fundamental nature of calmness and strength, as well as tactfulness and diplomacy.
- Especially strong overall communications skills in both verbal and written form, as well as in listening. Further to this attribute is the ability to communicate in multiple media forms, and to recognize when and how such communication is most effective and presented.

The Club is strongly interested in the best candidates, regardless of where they currently live. The key attributes, as outlined above, include the proven ability to continue to elevate services, programming, and execution of a well-defined "mission."

The role of GM/COO at Boulder Country Club should be attractive to those qualified candidates seeking a stable, long-term commitment in a community with outstanding schools and quality of life. For the right individual with passion, enthusiasm, and consistently enhanced skill sets, BCC can be a "pinnacle of one's career" role!

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor's degree from a four-year university or college is highly desirable, preferably in Hospitality Management.
- In lieu of the degree, substantial private club or hospitality background may be considered.
- Hospitality industry certifications preferred but not required, designations preferred (CCM, CCE, CMC).

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. Base Salary Range: \$275,000- \$320,000 plus bonus.

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 the **Boulder Country Club search committee/Mr. JD Sherry, President.** Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why BCC and the Boulder 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 Monday, September 8, 2025. Candidate selections will occur in mid-September with the first Interviews expected in early-October and the second interviews a short time later. The successful candidate should assume their role in November.

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter – Boulder Country 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 Katy Eliades: katy@kkandw.com

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