

GENERAL MANAGER PROFILE: FIDDLER'S CREEK FOUNDATION NAPLES, FL

THE GENERAL MANAGER OPPORTUNITY AT FIDDLER'S CREEK

Fiddler's Creek, a private ownership, master-planned, mandatory membership and gated community is searching for a new General Manager (GM). The new General Manager will be a dynamic club and community professional who is passionate and energized to provide engaged leadership to this luxury community.

The General Manager (GM) of Fiddler's Creek must embody a unique combination of leadership skills, serving as both a traditional club leader and a community manager. The successful candidate will foster a culture of excellence in both food and beverage and clubhouse operations, aligning with the discerning vision of the Founder for this exclusive community. Spanning nearly 4,000 acres, with less than one-third allocated for residential development, the community dedicates the majority of its land to nature preserves, lakes, parks, golf courses, and recreational areas. The GM will also lead a skilled team of managers overseeing non-club functions, including community and member services and infrastructure maintenance.

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

A BRIEF OVERVIEW OF FIDDLER'S CREEK FOUNDATION

Fiddler's Creek currently has around 3,000+/- residences across 39 neighborhoods, with plans to expand to 5,000+/- residences across nearly 30 +/- more villages at completion of the development. (estimated 2040). Home prices currently range from over \$4M to over \$15M and condominiums range from \$1.5M to over \$2.5M.

Fiddler's Creek is designed to offer a "never-ending vacation" with luxurious resort-style amenities. At its core is a 54,000-square-foot Club & Spa, featuring a state-of-the-art fitness center with Cybex cardio and weight machines, a 1,600-square-foot aerobics studio offering classes like yoga, Pilates, Tai Chi, spinning, and body sculpting, and dining options at the pool side Gator Grille and fine dining Caxambas restaurants. The club also boasts a resort-style multi-pool swimming complex and a newly renovated clubhouse re-opening in Fall 2025. Additional recreational facilities include six Har-Tru tennis courts, ten pickleball courts with an optional Priority Tennis Program, three bocce ball courts, a lap pool, and walking trails. A future Wellness and Tennis Center will add 36,000+/- to the current facilities.

There are two key areas not under the GM purview. One is The Tarpon Club, an optional membership which provides private beach access at Marco Beach Ocean Resort and a full-service yacht club with 51+/- deep water boat slips for 40-70 ft boats as well as 165+/- dry boat storage slips on the Isles of Capri for boating and fishing. The second area is The Golf Club at Fiddlers Creek featuring the Creek Course - an 18-hole, par-72 championship course designed by Arthur Hills, spanning 7,157 yards with seven tee options. Ranked among *Golfweek's* Top 100 Residential Golf Courses since 2006. With the Creek Course golf memberships are by invitation with 2025 dues at \$22,500 annually and initiation fees currently at \$400,000.

Beyond golf, Fiddler's Creek emphasizes environmental preservation, with over two-thirds of its 4,000 +/- acres dedicated to preserves, lakes, and parks, including the 5.5+/- mile creek and 750+/- acre Marsh Pointe Nature Park with a boardwalk and gazebo, attracting Audubon Society bird counts.

Fiddler's Creek fosters a vibrant, community-driven lifestyle with a tropical resort vibe, marketed as a residential destination for active adults. Its relaxed yet engaging atmosphere supports activities from early-morning pickleball to sunrise beach walks.

The community offers a robust social calendar, seasonal events such as the Fall Gala, Christmas dinner, New Years Eve Gala, Passport to Fiddlers, along with community outreach initiatives such as toy drives and “Fore the Kids” golf tournaments. Adjacent to the Everglades and Rookery Bay, Fiddler’s Creek blends luxury with a strong environmental focus, ensuring natural beauty and wildlife preservation.

FIDDLER’S CREEK FACTS

- There are approximately 1500+/- single family homes and 1400+/- condominiums at present, with an approved eventual build-out of 5,000 homes.
- Approximately 30% of the residents live in the community on a year-round basis
- There are approximately 60 miles of roadways within the community, all individual neighborhoods are maintained by individual neighborhood associations.
- Overall operating budget of approximately \$13+/-M.
- Club and Spa is mandatory membership. Golf and Tarpon Club memberships are additional.
- F & B revenues are approximately \$5M from all sources with approximately 70% of that derived from ala carte dining and 30% from galas and fine dining.

FIDDLER’S CREEK WEBSITE: www.fiddlerscreek.com

GENERAL MANAGER (GM) POSITION OVERVIEW

The successful General Manager will focus on developing a well-trained, committed team focused on delivering a world-class, luxury experience for its membership and their guests. The GM will lead the management team and be representative of modern management with the best service and member experience practices all while promoting a positive, engaging, responsive, and highly competent service culture in all operations. A sincerely engaged, personally invested, and instinctually ‘front facing’ style is particularly important for one’s success in this role, as is being able to have candid, thoughtful discussions with members on a wide variety of club and community issues and topics. Neighborhood association oversight is not in the scope of the general managers’ responsibilities.

Key attributes, characteristics, competencies, and style of the successful new leader include:

- Candidate must be a culture builder. Ensuring that standard operation procedures and protocols focused on exceptional member/guest experiences are in place throughout the community and amenities.
- The GM must be a “hands-on” interactive leader who directly monitors the operation and mentors the staff throughout each day; someone who recognizes and embodies the details necessary for consistency and high levels of satisfaction in all operations and amenities as well as being a strong advocate for their needs and success.
- Must have developed, foundational food and beverage knowledge and operational experience at the luxury level.
- Possessing a high level of financial acuity and the ability to work closely with the financial team of the ownership.
- The GM must possess a personality that is genuine, likable, positive, and upbeat and one that projects attractive qualities that put people at ease. Honesty, straightforwardness, integrity, accountability, leadership, and dedication are all factors to success. The GM should be able to inspire and motivate others and earn the respect of the members and employees as well as the community (both internal and external) at large.
- The GM will be generous with their time for others, sharing their experience, knowledge of the club and community, profession, and life in general. Being a “good listener” and actively responding is necessary.
- Energetic with a passion for people and building relationships; a proven record of success in this regard is critical.
- The GM must be a true leader who can work closely with other leaders in a team concept, supporting and learning from each other.
- The GM should be confident yet humble and an astute listener with a bias for action. He or she must also have the ability to engage in a meaningful fashion with both the members and the employees to execute day-to-day operations and ensure the long-term strategy is attained and is actively involved in helping to create it.
- The GM must be confident in their abilities and express opinions yet possess natural humility in his/her interactions with others.

- Possess a high “EQ” and charisma, with outstanding written and verbal communication skills and able to ‘present’ to a wide array of constituencies.
- Being creative, innovative, and mission-oriented; anticipating how the Club and Community continue to evolve is important, as is being actively ‘networked’ in the industry to the point of being on the forefront of trends in clubs, communities, and economic cycles.
- Naturally outgoing, conversant, respectful, and diplomatic, but able to say “no” when appropriate without alienating members or staff while doing so.
- Understanding that this is a unique and diverse operation that combines traditional elements of club management with coordination and understanding of a property owner’s association that requires a high level of empathy, authenticity, and responsiveness.

KEY PRIORITIES FOR SUCCESS

The following priorities have been identified as recommended primary focus areas:

- Curate a first-class service culture surrounding food and beverage operations.
- Learn and embrace the vision of the Fiddler’s Creek brand and build process and culture to execute that vision.
- Be an engaged, interactive and inspirational leader of the Fiddler’s Creek team.

CANDIDATE QUALIFICATIONS

- A minimum of over 10 years of progressive GM leadership/management experience in (preferably) a private member-owned country club, ideally within a residential community with significant, multi-dimensional operations, or leading hospitality operations outside of the club industry in a similar dynamic, large-scale operation. Leading in a true CEO-like model and taking ownership, accountability, and responsibility while doing so are verifiably necessary traits and experiences. Having current or prior experience in leading POA operations is desirable to complement exceptionally strong hospitality and leadership skills.
- Naturally outgoing, energized, motivated with an authentic style and a true servant’s heart, and an ‘ambassador-like’ presence with a natural default to visibility and engagement. Additionally, exceptionally strong communication skills, both written and verbal are critical as well as being a very proactive “problem solver.”
- Proven and verifiable leadership qualities and validated record of success with a demonstrated ability to direct and coordinate an actively evolving gated, club community. Ideally, experience with traditional club activities, food and beverage, security, maintenance, real estate operations and other evolving activities. A high level of financial acumen is necessary.
- Technologically proficient and recognizing of best practices use of technology to improve ‘high touch’ service delivery to members and to more effectively manage and lead operations.
- Someone with a history of innovation, and a champion of new ideas and initiatives, who is consistently looking to improve the member experiences, along with operational efficiency.
- The ability to multitask while at the same time effectively and enthusiastically interacting with members and staff at all levels.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A college graduate with a bachelor’s degree is mandatory, preferably in hospitality management, Operational Management, Business Administration, or Public Administration with a minimum of 7 - 10 years of significant management experience and a preference for at least 5 years of General Management experience in a similar, private, member-owned premier club and/or community environment.
- CCM, CAM certification or similar credentials are preferred, yet not required. Participation in continuing hospitality and community industry education is a must.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The community offers an excellent bonus and benefit package including CMAA 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.

Preparing a thoughtful letter of interest and alignment, clearly articulating your “fit” with the profile and the above noted expectations and requirements is necessary.

Your letter should be addressed to Joseph Parisi, President of the Fiddlers Creek Foundation, Inc. and clearly articulate why you want to be considered for this position at this stage of your career and why Fiddler’s Creek and Southwest Florida will likely be a “fit” to you, your family and the community if selected.

Expressions of interest in this manner should be conveyed to our Firm no later than Friday, September 26, 2025. Interviews occur in mid-October, and second interviews a short time later. The new candidate should assume his/her role as soon as reasonable notice is given to a current employer following selection.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter”

(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 Holly Weiss: holly@kkandw.com

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