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GENERAL MANAGER/CHIEF OPERATING OFFICER POSITION PROFILE: BROOKFIELD COUNTRY CLUB CLARENCE, NY

GENERAL MANAGER/CHIEF OPERATING OFFICER OPPORTUNITY AT BROOKFIELD COUNTRY CLUB

The General Manager/Chief Operating Officer (GM/COO) position at Brookfield Country Club represents a compelling opportunity to join a nearly century-old club experiencing a dynamic resurgence following a major clubhouse renovation. Well regarded throughout the Buffalo market, Brookfield seeks a confident, visionary, and highly approachable leader who embodies professionalism, accountability, and genuine passion for exceptional member service.

The ideal candidate is an experienced hospitality and finance professional with a deep understanding of high-end private clubs and the standards of excellence that define them. This individual will serve as a trusted mentor to department heads, a thoughtful and strategic partner to the Board, and a steady, positive presence throughout the Club.

Success in this role will require strong communication skills, natural leadership ability, a calm and composed demeanor, and the confidence to make well-considered, sometimes difficult decisions. The Club is looking for an energized, engaged, and forward-thinking leader who excels in long-term planning, is well-versed in family programming, and is dedicated to fostering a culture of service, training, and professional growth.

With a talented and motivated team in place, Brookfield Country Club offers an exceptional environment for a GM/COO who is eager to inspire, elevate, and lead the organization into its next chapter.

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

ABOUT BROOKFIELD COUNTRY CLUB

Founded in 1927, Brookfield Country Club in Clarence, New York, is a family-oriented private club dedicated to providing members with meaningful opportunities to spend time with friends, family, and associates. The Club offers year-round recreation, exceptional facilities, and an inviting atmosphere where members of all ages can enjoy an active and social lifestyle.

The centerpiece of Brookfield is its championship 18-hole golf course, designed by William Harries. Set on 170 acres of beautifully maintained parkland, the course combines natural beauty with strategic play. Golfers can refine their skills at the driving range, short game area, or three-hole junior course, and enjoy instruction from PGA professionals using advanced TrackMan technology. Two new HD Golf simulators provide a state-of-the-art indoor experience, featuring over 35 championship courses, full lounge areas, and food and beverage service for year-round enjoyment.

Dining at Brookfield is both elegant and welcoming. Members can enjoy contemporary and casual fare in the Grille Room or on the Patio, while the Grotto & Wine Cellar offers an intimate lounge experience with a private tasting room, cigar lounge, and outdoor fire pits. Whether it's a casual lunch, family dinner, or celebratory evening, Brookfield's dining options provide the perfect setting for every occasion.

The 4,300-square-foot Wellness Center provides a full range of fitness options in a modern and motivating environment. Members can take advantage of strength and cardio equipment, participate in classes such as Yoga, Pilates, HIIT, and Mobility, or work one-on-one with certified personal trainers.

Recreational offerings continue with three tennis courts and four pickleball courts, open seasonally and located conveniently near the pool cabana and locker rooms. The Outdoor Swim Complex features a large “L”-shaped pool with lap lanes, a diving board, and a children’s wading pool, complemented by lounge chairs, shaded seating, a snack bar, and changing facilities. Swim lessons, team programs, and family swim events make the pool area a favorite gathering place from Memorial Day through Labor Day.

Brookfield takes pride in its robust junior programming, including golf instruction through Operation 36, swim and tennis lessons, and the popular Camp Cranium summer program, designed to engage children through athletics, creativity, and friendship.

BROOKFIELD COUNTRY CLUB BY THE NUMBERS

- Initiation fee: \$40,000
- Annual dues: \$10,632 + tax
- Annual rounds of golf: approximately 24,000
- Members, all categories: approximately 460
- Gross volume: approximately \$10.0M
- Annual dues volume: approximately \$3.8M
- F & B revenues: approximately \$2.5M
- Approximately 60% a la carte, 40% catering
- Gross payroll: approximately \$4.0M
- Approximately 78 full-time employees with an additional 140 seasonally
- 11 Board members, each serving three-year terms
- Average age of members: 45
- The Club uses Jonas for POS, accounting software, and website
- At present, the Club has a \$155 monthly capital charge, depending on member category

BROOKFIELD COUNTRY CLUB WEBSITE: www.brookfieldcc.com

GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW

The GM/COO will have full responsibility for all aspects of operations at Brookfield Country Club, effectively managing all resources and reporting to the Board of Directors through the President.

The GM/COO will lead the management team, several of whom have many years of tenure at the Club, be representative of the club, and indirectly supervise all employees of the Club while intuitively promoting a positive, engaging, collaborative, and highly competent service culture in all operations. Continue to build a strong and positive staff culture” is a top success factor. BCC has a large number of new, younger members with families, and the ability to balance traditions with relevance to today’s member needs and expectations, programs, and activities will be a key focus of the successful new leader.

The GM/COO is further expected to be an interactive thought partner with the Board and Committees, working closely with both groups to collectively make decisions and set strategic direction for the long-term well-being of the membership.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER

- **Engage with Governance & Leadership:** Partner closely with the Board, Committees, and senior management team to gain a comprehensive understanding of BCC—its history, culture, values, and traditions.
- **Build Strong Member & Staff Relationships:** Prioritize getting to know members and staff during the first year, engaging with them in a sincere, approachable, and enthusiastic manner while demonstrating genuine support for their needs.

- **Elevate the Food & Beverage Experience:** Place significant focus on the Food & Beverage operation—the “heart” of the BCC experience. Ensure consistent, high-quality delivery by collaborating with the Executive Chef and FOH leadership to develop soft-opening plans, menu strategies, staffing models, and the necessary tools and wares for success.
- **Establish Trust with the Board:** Build a relationship of confidence that enables you to serve as a true thought partner—capable of constructively challenging the Board, offering industry-supported recommendations, and positioning yourself as a respected leader within the clubhouse.
- **Maintain High Visibility & Communication:** Be a highly visible presence throughout the Club, especially during the first year, and demonstrate exceptional communication skills across all departments and stakeholder groups.
- **Understand the Financial Model:** Develop a clear understanding of BCC’s financial structure, historical performance, and implementation practices. Ensure all managers adhere to established financial expectations and projections.
- **Advance Strategic Success Drivers:** Focus on core elements of long-term success—membership engagement, recruitment, and retention—while fostering a staff culture grounded in positive, efficient, and service-driven performance. Maintain strong attention to detail in all newly developed member areas.
- **Collaborate on Growth & Member Satisfaction:** Work with the Board and leadership team to drive short- and long-term growth initiatives and implement strategies that increase member satisfaction, participation, and utilization of Club amenities.
- **Clarify Governance & Accountability:** Partner with the Board to define and formalize a roles-and-responsibilities and develop a performance management system that outlines clear goals, objectives, and measurable accountabilities.
- **Cultivate an Employer-of-Choice Culture:** Develop a plan to position Brookfield Country Club as a true “Community Employer of Choice,” enabling the Club to attract, retain, and develop talented team members who support a culture of exceptional member service and experience.

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. Being a natural “mentor” and “educator” to each constituency is a key attribute to success for the new GM/COO, as is a clear “walking the talk” approach

CANDIDATE QUALIFICATIONS

A minimum of 5–7 years of verifiable, progressive leadership and management experience in an active, family-centric club or a well-regarded, service-focused hospitality environment with a strong tradition of relationship-driven service is required. While the Club’s priority is to identify experienced General Managers, highly qualified Assistant General Managers and Clubhouse Managers from distinguished clubs or hospitality organizations with proven records of achievement will also be considered.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor’s degree is preferred, with a focus on Hospitality Management.
- Substantial private club or hospitality experience will be considered in lieu of the degree.
- Industry certifications such as CCM or PGA 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. Salary Range: \$185,000 - \$225,000.

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 **Brookfield Country Club Search Committee/Mr. Cort Williams, Club 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 Clarence, NY 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 Friday, January 9, 2026. Candidate selections will occur late January, with the first Interviews expected in late January 2026 and the second interviews a short time later. The successful candidate should assume his/her role in mid-April 2026.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - Brookfield”

(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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