

# KOPPLIN KUEBLER & WALLACE

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## **DIRECTOR OF FITNESS PROFILE: DESERT MOUNTAIN CLUB SCOTTSDALE, AZ**

### **DIRECTOR OF FITNESS OPPORTUNITY AT DESERT MOUNTAIN CLUB**

Desert Mountain Club seeks a dynamic Director of Fitness to lead their Fitness Center. The ideal candidate will be a proven industry leader who thrives on driving innovation, fostering collaboration, and elevating wellness standards. The position will play a pivotal role in aligning fitness and wellness initiatives with the club's long-term vision, longevity, and member well-being. The ideal candidate has expertise in personal training, group fitness, Pilates, wellness programming, aquatics and longevity modalities.

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

### **ABOUT DESERT MOUNTAIN CLUB**

Desert Mountain is a premier private club and luxury community set on over 8,000 acres of pristine high Sonoran Desert in North Scottsdale, Arizona. Originally a working cattle ranch known as Carefree Ranch, the land was discovered in the early 1980s by visionary developer Lyle Anderson. His partnership with golf legend Jack Nicklaus resulted in the creation of the world's largest collection of Jack Nicklaus Signature Golf Courses, starting with the innovative Renegade course. Their collaboration helped shape Desert Mountain into a nationally recognized destination for championship golf and luxury living.

Today, Desert Mountain features seven golf courses, including six Jack Nicklaus Signature designs and a distinct par-54 course, No. 7. The Jim Flick Golf Performance Center offers state-of-the-art technology and training, attracting golfers of all skill levels. The community has earned consistent recognition as a Platinum Club of America and is ranked #1 in Arizona and among the top 10 private clubs in the country.

Wellness and lifestyle are central to the Desert Mountain experience. The Sonoran 45,000-square-foot Fitness & Wellness Center sits on 10 acres and offers comprehensive indoor and outdoor facilities. It offers advanced fitness equipment, personal training, Pilates, a day spa, youth programming, a boutique, outdoor adventures, lap and resort-style pools, and over 80 weekly fitness classes. The racquets complex includes nine courts across hard, clay, and grass surfaces, along with eight pickleball courts.

The Ranch, a 3,000-acre preserve within the community, provides outdoor enthusiasts a 24-mile private trail system with dozens of scenic routes that range in difficulty, winding through the Continental Mountains and colorful desert landscapes.

Desert Mountain also offers ten dining venues in seven clubhouses, with cuisine ranging from casual to fine dining. A wide array of cultural and social events—including wine tastings, art classes, and live music—create a rich, engaging environment.

A partnership with HonorHealth provides on-site healthcare, and a strong employee culture has earned the Club recognition as a Great Place to Work. With a member-focused governance model and a financially sound foundation, Desert Mountain offers a vibrant, wellness-centered lifestyle unlike any other.

### **DESERT MOUNTAIN CLUB BY THE NUMBERS**

- Approximately 2,300 members
- Fitness Gross Payroll Approximately \$675,000

- Club POS: Total E
- Club accounting system: Sage
- Average Member Age: 64
- # FTE – Fitness – 9, Spa – 14, Personal Trainers – 4, Group Fitness – 5
- # PTE – Fitness – 17, Spa – 10, Personal Trainers 5, Group Fitness – 12
- Annual visits to Fitness: Approximately 150,000

**DESERT MOUNTAIN CLUB WEBSITE:** [www.desertmountain.com](http://www.desertmountain.com)

### **DIRECTOR OF FITNESS – POSITION OVERVIEW**

The Sonoran Clubhouse welcomes approximately 150,000 member check-ins annually. It serves as the central hub for fitness, wellness, and longevity among the Club's 2,300 Member families. The Director of Fitness reports to the Director of the Sonoran Clubhouse and works collaboratively with leaders across racquet sports, spa, youth, outdoor adventures, and lifestyle programming. This leadership role is vital in delivering exceptional member experiences through innovative wellness initiatives, supported by a team of approximately 25 fitness professionals. The department generates approximately \$1.4 million in annual revenue, with over 17,000 personal training sessions and around 3,200 group fitness classes annually serving more than 27,000 class participants. Following a full equipment upgrade in 2023, the Club is now in the conceptual planning phase for a potential Sonoran Clubhouse expansion in 2030.

### **PRIORITIES OF THE NEW DIRECTOR OF FITNESS**

#### **Member Engagement & Experience**

- Serve as the visible, front-facing leader of the fitness operation, building strong member relationships.
- Conduct orientations for new members, including assessments, equipment education, and facilities overview.
- Gather and respond to member feedback to ensure needs are met and expectations exceeded.

#### **Program Development & Innovation**

- Ensure the Club offers dynamic, state-of-the-art personal training, group fitness, and wellness programs.
- Design and implement fitness programs, classes, and special events.
- Collaborate with golf and racquets departments to create cross-disciplinary offerings.
- Stay informed on industry trends and introduce new programs as appropriate.
- Maintain a limited personal training schedule (up to 10 hours weekly) to stay connected with member needs.

#### **Team Leadership & Development**

- Establish an effective organizational structure for the fitness and wellness team.
- Recruit, train, and mentor staff to deliver consistently high service levels.
- Conduct staff orientations and ongoing education on equipment, safety, and customer service.
- Implement a structured process for performance evaluation and professional growth.
- Uphold the Club's operating procedures and professional ethics standards.

#### **Business & Operations**

- Develop annual business and financial goals; monitor performance and take corrective action as needed.
- Partner with Marketing to drive participation through communications, promotions, and social media.
- Oversee scheduling systems for personal training and coordinate improvements with IT/Communications.
- Ensure facilities and equipment are clean, safe, and fully operational.
- Recommend process improvements to increase efficiency and member satisfaction.
- Enforce workplace safety and HR policies consistently.

#### **Strategic Leadership**

- Position fitness and wellness as signature elements of the Desert Mountain experience.
- Build strong internal and external relationships to support the Club's mission.
- Represent the Club's fitness program professionally in the community.

## **PERSONAL ATTRIBUTES**

### **Leadership & Vision**

- Proven record of operational excellence and the ability to set direction with clarity.
- Recognized as an industry talent leader who recruits and develops high-performing teams.
- Natural mentor who fosters collaboration and professional growth.

### **Character & Presence**

- Visible, approachable, and authentic; brings energy and charisma to member and staff interactions.
- Acts with integrity, professionalism, and accountability.
- Embraces and reflects the Desert Mountain culture.

### **Communication & Interpersonal Style**

- Clear, persuasive, and empathetic communicator.
- Builds trust and rapport across all stakeholder groups.
- Always represents the Club with polish and professionalism.

### **Entrepreneurial Spirit & Drive**

- Creative, innovative, and able to design programs that resonate with members.
- Balances forward-thinking initiatives with respect for proven traditions.
- Manages time effectively, prioritizing what drives the greatest impact.

## **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- Bachelor's Degree in sports, health sciences, or a relevant field, or relevant experience preferred.
- Current certifications in fitness, nutrition, and group exercise.
- Personal Training certification.
- Preferably a minimum of 5+ years of experience as a Director of Athletics or Director of Fitness.

## **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to 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 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. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **Mr. Wes Pudwill, Director of Talent and Culture**, and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career, and why DMC and the Scottsdale area will be beneficial to you, your family, your career, and the Club if selected.

**Applications are being accepted immediately. The new candidate will assume his/her role at an agreed-upon time.**

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter – Desert Mountain Club - DOF"

(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](mailto:katy@kkandw.com)

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