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GENERAL MANAGER PROFILE: THE MACKENZIE CLUB AUSTIN, TX

THE GENERAL MANAGER OPPORTUNITY AT THE MACKENZIE CLUB

The Mackenzie Club is entering its pre-opening phase. It is seeking a start-up General Manager (GM)—a builder, leader, and visionary who will shape the operation, culture, and standard of excellence from the ground up under the direction of the Founder. This is a rare opportunity to join a project that's already fully funded, beautifully designed, and under active construction—yet still at the perfect stage to make a lasting imprint. The GM will work directly with ownership to open one of Austin's most anticipated private club experiences. You'll have the resources, the vision, and the freedom to build the kind of team and culture that will be very unique in the golf industry.

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

ABOUT THE MACKENZIE CLUB

The Mackenzie Club is more than a golf club. It's a new kind of retreat for Austin—a place where members can practice, dine, relax, connect, and recharge under one beautifully designed roof. Located in the hills of Westlake at 260 Addie Roy Road, this 33,000-square-foot private club blends the heritage of golf with the creativity and warmth of Austin culture.

Conceived by entrepreneur Dave Rogenmoser (Founder of Jasper.ai) and investor Chris Hull, The Mackenzie Club brings the spirit of hospitality, innovation, and excellence together in a single destination. Designed by Michael Hsu Office of Architecture, every inch reflects craftsmanship and intentionality—from the architecture to the member experience.

At full buildout, members will enjoy eight TrackMan simulator suites, a PuttView AR putting lab, a chef-driven restaurant and bar, a wellness suite featuring sauna, steam, and cold plunge, a golf performance fitness studio, and private executive offices for work and connection. Membership is capped at approximately 500 to preserve intimacy, exclusivity, and service quality.

The Mackenzie Club is designed around five pillars: Play. Dine. Connect. Restore. Work.

This is where members will steam at 7 am, close a deal over lunch, practice wedges at dusk, and share a bottle of wine with friends into the night. Every day feels like a small celebration of excellence, community, and intentional living.

THE MACKENZIE CLUB BY THE NUMBERS

- Facility Size Approximately 33,000 SF across three floors
- Architect: Michael Hsu Office of Architecture
- General Contractor: Structure Tone Southwest (Pre-con underway)
- Membership Cap Approximately: 500 members
- Amenities: 8 TrackMan simulator bays, PuttView AR putting lab, full kitchen and craft bar, event hall, golf performance fitness studio, wellness suite (sauna, steam, cold plunge), 8 private offices, outdoor lawn and fire-pit lounges
- \$10,000 - 15,000 range for Initiation fee
- Annual dues plan still being developed, and the GM will help finalize

- \$10M Approximately in Gross revenues, year 1, including Initiation Fees
- Spring 2026 – GM Start
- Summer 2026 – Department heads and leadership team in place
- August–September 2026 – Staff training intensives, soft open
- October 2026 – Grand Opening

THE MACKENZIE CLUB WEBSITE: www.themackenzie.club

GENERAL MANAGER - POSITION OVERVIEW

Serve as the Club's General Manager. Manage all aspects of the Club, golf, food and beverage, and wellness operations, including all club activities and the relationships between the Club and its members, Ownership, employees, guests, community, government, and industry. Coordinate and administer the Club's policies as defined by the Ownership. Develop and monitor the budget annually, monitor the quality of the Club's products and services, and ensure that members and guests receive a first-class experience from the time they drive through the gate until they leave the property.

The General Manager, as a strong and highly visible and respectful presence with the membership, must be an exceptional communicator, have polished personal interactive skills, and have the maturity to instinctively know how to make members and guests feel they are consistently treated graciously. Further, he/she must be able to communicate these expectations to staff and lead them to understand and execute those first-class expectations.

The General Manager will oversee the preparation of annual capital plans that support the strategic and tactical initiatives and expectations he/she has established with the Board. The General Manager will be the primary Club representative to ensure that significant capital/asset/lease improvements are well conceived, planned, and executed, and that the status of such projects is consistently communicated to appropriate constituencies within the Club regularly.

KEY ATTRIBUTES AND AREAS OF FOCUS

- **Pre-Opening Leadership** – Experienced in playbooks, training, and commissioning critical paths.
- **Member-First Service** – Delivers elevated, approachable service in golf, dining, and wellness.
- **Team Building** – Recruits top talent; mentors and empowers future leaders.
- **Financial Acumen** – Operates with fiscal responsibility; delivers results.
- **Operational Rigor** – Runs disciplined systems; ensures compliance, safety, and excellence.
- **Communication** – Transparent and collaborative with ownership, staff, and members.

MAJOR DUTIES AND RESPONSIBILITIES

Pre-Opening (February - October 2026)

- Recruit, hire, and develop all department heads and key staff (F&B, Culinary, Golf & Wellness, Membership, Facilities, Finance)
- Build the **SOPs**, service standards, and training programs that define the Mackenzie experience
- Work hand-in-hand with ownership and designers through buildout and commissioning to ensure operational excellence
- Develop membership operations and policies in partnership with ownership and the Membership Director
- Lead the sequencing and execution of opening milestones (mock service, soft opening, grand opening)
- Establish the reporting cadence, financial controls, and departmental accountability systems for sustainable operations

Post-Opening (2026 and beyond)

- Lead daily operations across all departments—ensuring the member experience consistently exceeds expectations
- Drive excellence in food, beverage, service, events, golf, and wellness programming
- Manage financial performance and KPIs (labor, COGS, EBITDA) with precision and discipline

- Foster a high-accountability, high-kindness culture where people love to work and grow
- Represent The Mackenzie Club in the local community and hospitality network as a premier Austin destination

This role is both strategic and deeply hands-on. You'll be the heartbeat of a new community—training, inspiring, and empowering your team to make every interaction memorable. Who You Are:

- **A Builder and Operator.** You've led or helped launch a luxury club, resort, or hospitality venue from the ground up. You understand that excellence is built on systems and culture in equal measures.
- **A Leader Who Inspires.** You attract A-players, coach them into leaders, and create a team that feels like family. Your leadership style balances high standards with humility and care.
- **A Member-First Mindset.** You know every detail matters. You love creating moments that surprise and delight. Service is not a department—it's the ethos of everything you do.
- **A Business Athlete.** You're fluent in P&L, forecasting, and labor models. You're as comfortable walking a construction site as reading a balance sheet.
- **A Technologist at Heart.** You embrace modern tools—POS, CRM, TrackMan, PuttView—and understand how data, systems, and design come together to deliver a seamless experience.
- **An Ambassador for Austin.** You appreciate the city's creative, entrepreneurial spirit and know how to translate it into authentic hospitality.

CANDIDATE QUALIFICATIONS

- At least 5 years of leadership and management experience in an active, private member-focused hospitality or club environment. Golf experience is a plus.
- A verifiable career track that demonstrates a record of tenure and commitment to previous employers.
- Strong general leadership skills with verifiable strengths in team development, financial performance, diverse recreational amenity management, quality food and beverage programming, exceptional member/guest service programming, and the ability to consistently define and achieve goals and objectives.
- Exceptionally strong communication skills, both written and verbal, with the distinct ability to function effectively before a wide variety of groups and forums. Communication with members and a track record of being known for enjoying their ability to be forward-facing and visible with both members and staff are extremely important aspects of the General Manager's responsibilities.
- Knowledge and ability to attract, recruit, retain, and develop high-performing team members. Ensures that proper feedback mechanisms and performance management systems are in place.
- Strong prior experience in coordinating and overseeing major club improvement projects, especially as they relate to construction and renovation. It is likely that several significant capital projects, in addition to a large annual capital expenditure program, will occur.
- A committed doer with high energy and staying power who, through personal example, encourages others to get things done. Possesses an elevated work ethic and instinctively knows when to be seen.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- Ideally, a bachelor's degree with a focus on Hospitality Management is preferred. In lieu of a degree, substantial private club or hospitality experience may be a good substitute for a college degree.
- Industry certifications such as CCM, CCE, MCM, or PGA GM Certified are encouraged but not required.

SALARY & BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers a performance bonus, benefits, and potential relocation assistance.

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 Mackenzie Club search committee/Search Chair Dave Rogenmoser**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Mackenzie and the Austin, TX 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 will be continually ongoing, with the first Interviews expected to also be continually ongoing. The successful candidate should assume his/her role sometime in the early Spring of 2026.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Mackenzie”

(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 Bethany Taylor: bethany@kkandw.com

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