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GENERAL MANAGER PROFILE CIRCUIT OF THE AMERICAS AUSTIN, TX

THE GENERAL MANAGER OPPORTUNITY AT CIRCUIT OF THE AMERICAS

Circuit of the Americas (COTA), the premier motorsports and entertainment venue in North America, is seeking an outstanding General Manager to prepare for, open and operate a new private membership clubhouse. COTA is scheduled to open this spectacular clubhouse in 2026–2027 and is seeking a proven luxury-hospitality leader with the vision, taste, and hands-on execution skills to deliver a flawless launch and sustained world-class performance thereafter.

The ideal candidate is a highly energetic, member-centric professional with a demonstrable history of creating and operating high expectation private clubs or ultra-luxury hospitality venues. The successful candidate will thrive in an environment that blends motorsports adrenaline with sophisticated à la carte dining, exclusive events tied to the COTA calendar, and an unparalleled lifestyle experience for a discerning international membership.

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

CIRCUIT OF THE AMERICAS AND THE SURROUNDING AREA

Circuit of the Americas, opened in 2012, is the only purpose-built Formula 1 Grand Prix facility in the United States and hosts the Formula 1 United States Grand Prix, MotoGP, major concerts at Germania Insurance Amphitheater, and dozens of other world-class events annually. The private Club offers members exclusive trackside experiences, premium race viewing, hot laps, garage access, and a growing suite of luxury lifestyle amenities. The new clubhouse will dramatically elevate the offering with expanded à la carte and private dining, multiple bars and lounges, spa, fitness center, and flexible event spaces designed for both intimate member gatherings and large-scale COTA-tied celebrations. Additionally, COTA will be building approximately 30 villas adjacent to the clubhouse for member purchase. Concierge service will be provided by the clubhouse team and under the General Manager's purview.

Austin is one of America's fastest-growing and most vibrant cities, renowned for live music, cutting-edge cuisine, technology, and outdoor lifestyle. With no state income tax, abundant sunshine, proximity to the Texas Hill Country, and a cosmopolitan yet relaxed culture, it is consistently ranked among the best places to live and work in the U.S.

CIRCUIT OF THE AMERICAS BY THE NUMBERS

- 250 - Projected Full Membership, TBD Social Members
- \$1M Initiation Fee – First 100, Additional 250k for each 50 members after that
- Gross Revenue - Projected \$TBD, F&B Revenue – Projected \$TBD
- Annual Dues - Projected \$12.5M

CLUB WEBSITE: circuitoftheamericas.com

GENERAL MANAGER – POSITION OVERVIEW

The General Manager (GM) is hired and retained by the Owner and reports directly to the Vice President of Motorsports. The GM has clear "ownership" for the day-to-day operations of The Club at Circuit of the Americas, while focused on the achievement and maintenance of an annual business plan for the Club and all the necessary elements, activities, and staff to support this focus. Specific emphasis on consistently enhancing an extraordinary experience for the members and their guests is primary to this role. He/She is responsible for managing the inventory of key assets (physical and staff) including the new clubhouse, food and beverage, lifestyle amenities, and collaboratively working with the entire COTA team on exclusive programming to ensure consistently meeting the expectations of service execution and delivery.

The GM will provide leadership to the staff relative to key programming, events, and activities at the Club, recognizing the need to balance multiple interests, perspectives, and the Club's business and financial objectives. Successful administration of all operations while meeting annual tactical and strategic goals and expectations is critical, as is maintaining the highest level of member satisfaction. The GM will lead all operational aspects of the club and execute to the vision of the ownership team.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER

Work diligently to understand the club use vision of the owner and the General Managers role to that end. Build a critical path to opening the clubhouse including hiring and training the FOH and BOH opening team, establish service culture, standards, and systems in advance of the launch. Develop and execute a comprehensive 180-day pre-opening and 365-day post-opening plan. Work with the leadership team to define use of space and event programming to leverage Austin's culinary talent and the COTA event calendar. Refine membership categories, pricing, and benefits in preparation for the elevated clubhouse offering. Implement best-in-class systems (reservations, CRM, POS, member app) to support seamless, high-touch service. Establish financial controls, forecasting models, and reporting tailored to an à la carte and event-driven operation. Recruit, develop, and retain a high-caliber team capable of delivering luxury service during both quiet periods and all COTA events. Assure compliance with local, state, and federal laws and maintain the highest operational efficiency and effectiveness.

CANDIDATE QUALIFICATIONS

- Minimum of 7+ years of progressive leadership/management experience in a top-tier private club, luxury standalone hospitality operation, or equivalent ultra-premium venue; direct experience opening a new private club, luxury hotel, or signature clubhouse strongly preferred
- Strong personal qualities of integrity, confidence, credibility, energy, commitment, and humor along with exemplary ethics
- Possess exceptional financial and budgeting acumen
- Demonstrated mastery of hospitality trends and metrics, with the ability to fully comprehend and explain P/Ls, balance sheets, cash flow, and operating, capital, and project management budgets
- Technologically proficient and recognizes best-practice use of technology to enhance "high-touch" service delivery to members while improving operational management and leadership
- Champion of new ideas and initiatives that consistently improve member experiences and operational efficiency
- A true, confident, diplomatic, and competent hospitality professional with exceptional "executive presence" who recognizes the importance of accountability and thrives in an owner-directed environment
- Outstanding verbal and written communication skills, with a keen ability to listen, engage, build trust, and be highly approachable
- Visionary and mission-oriented; able to anticipate the Club's evolution, actively networked in the industry, and at the forefront of luxury-hospitality trends
- A "hands-on" leader who balances leading, doing, and delegating effectively
- Visible, sincerely engaged, and hard-working leader who brings ideas forward and communicates them thoughtfully to team members and the Owner
- Strategic in focus with strong ability to execute approved plans, analyze issues, and clearly communicate the reasoning behind recommendations
- Naturally outgoing, conversant, respectful, and diplomatic, yet able to say "no" diplomatically when appropriate
- Committed to an "employer of choice" approach to attracting, retaining, and developing staff at every level
- Innately understanding, empathetic, reliable, and relatable to members and staff at all levels
- Highly adaptable and able to contribute positively to changing and evolving circumstances
- A true partner to the Owner; a creative problem-solver who conveys ideas, suggestions, and solutions thoughtfully, with well-reasoned integrity that earns respect and trust

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

A bachelor's degree in business administration, hospitality management, or a related field of study is preferred but not required. The CCM designation is desirable but not required.

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 & BENEFITS

Salary is open and commensurate with qualifications and experience. The club, along with the typical CMAA benefits, offers an excellent bonus and benefit package.

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 Mr. Parris Mullins, Senior Vice President of Motorsports, COTA. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why COTA and the Austin area will be beneficial to you, your family, your career, and the COTA if selected.

You must apply for this role as soon as possible but no later than January 23, 2026. Candidate selections will occur in early February 2026 and first interviews are expected to occur in mid-February 2026, and the 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 – Circuit of the Americas”

(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

Search Executive:

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