

## GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: THE GOLF CLUB AT PALMIRA BONITA SPRINGS, FL

### THE GENERAL MANAGER/CHIEF OPERATING OFFICER OPPORTUNITY

The Golf Club at Palmira, a beautiful, gated, member-owned golf community in one of the most desirable locations in Southwest Florida is seeking a motivating, energetic, enthusiastic, data driven professional who has strong leadership experience at a verifiably well-run and well-regarded private club. The new GM/COO will take the reins from the well regarded, sixteen year General Manager/Chief Operating Officer who is retiring. The future General Manager/Chief Operating Officer must be able to demonstrate team-building skills and financial literacy and possess proven skills relevant to addressing the divergent and changing demographics of private club membership needs and wants. The ability to have an intuitive strength in building consensus, setting clear goals and objectives, and executing effectively to these well-defined targets, and doing so with a strong and natural “mentorship” style. Visibility, member engagement, and authentic enjoyment of building member relationships are critical, as is having the style of someone who can positively guide the Board and Committees in a professional, respectful, and diplomatic manner.

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

### PALMIRA AND THE SURROUNDING AREA

The Golf Club at Palmira is a vibrant, member-owned club set within a 645-acre master-planned community just minutes from the pristine beaches of the Gulf. Palmira features a stunning 27-hole Gordon Lewis-designed golf course that underwent a multi-million-dollar renovation (new greens, bunkers, and turf) in 2021. The 42,000 sq. ft. clubhouse and property offer multiple dining venues and an active social calendar. Palmira is a warm, inclusive, family-friendly club with a strong sense of community and pride of ownership, perfectly positioned for continued growth and excellence. In the summer of 2026, the club will begin a club funded, multi-million-dollar golf course irrigation project to be completed in 2027.

On property but not included in the GM/COO purview is the Renaissance Center, a 42,000 sq. ft. resort-style sports, fitness, and social facility featuring a lagoon-style swimming pool, whirlpool spa and lap pool, casual dining, state-of-the-art fitness and wellness center, eight lighted Hydro-Grid tennis courts, five bocce and four pickleball courts. Located in beautiful Bonita Springs, just south of Fort Myers and north of Naples, residents and members enjoy world-class beaches, upscale shopping and dining at Coconut Point and Mercato, cultural attractions, and easy access to Southwest Florida International Airport (RSW). The area is renowned for its year-round sunshine, outdoor lifestyle, and consistently ranked among the happiest, healthiest places to live in America.

### THE GOLF CLUB AT PALMIRA BY THE NUMBERS:

- Approximately \$8.5M Gross Volume
- Approximately \$5.6M Annual Dues Volume
- Approximately \$1.4M Food and Beverage revenue
- Approximately 48K Rounds of Golf Annually
- 821 Doors in the community, 552 Members: 375 Full Golf, 141 Social, 41 Other Categories
- POS – Jonas
- 9 Board Members, 3-year terms

CLUB WEBSITE: [www.golfclubatpalmira.org](http://www.golfclubatpalmira.org)

### GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW

The General Manager/Chief Operating Officer (GM/COO) is hired and retained by the Board of Directors and reports to the Club President. The GM/COO has clear “ownership” for the day-to-day operations of The Golf Club at Palmira, focusing 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 entire inventory of key assets (physical and staff) including clubhouse, golf course and golf operations, food and beverage and social programming, to ensure consistently meeting clearly defined expectations of service execution and delivery.

The GM/COO will provide leadership to contributing constituencies (Board, Committees, Members, and Staff) relative to key programming, events, and activities at the Club, recognizing the need to lead in balancing 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 keeping a clear appreciation of maintaining a high member satisfaction level. The GM/COO will be leading all aspects of the organization and should have the “visionary leadership” to make necessary and sometimes bold decisions in the best interests of the Club. The GM/COO will develop a collaborative relationship with the Palmira Master Homeowners Association (MHOA) representing the interests of community residents.

#### **INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER**

- Coordinate and implement Board policies.
- Assure a high level of member satisfaction, including soliciting member feedback and improving the sense of “inclusiveness” for all members
- Maximize utilization and enjoyment of the clubhouse amenities and golf course
- Provide ongoing evaluation of the physical plant and equipment, anticipate needs, and oversee capital projects
- Develop and monitor club protocols to ensure compliance with local, state, and federal laws
- Professionally manage all staff, including regular performance reviews and mentorship for optimum performance
- Continue to improve club operational efficiency and effectiveness
- Manage the annual budget, review income and costs relative to goals, and implement controls to safeguard funds
- Be a source of continuity and professionalism across changes in Committee and Board leadership
- Be informed of club industry “Best Practices” (governance, bylaws, member surveys, policies, etc.)

#### **CANDIDATE QUALIFICATIONS**

- A minimum of 7–10 years of progressive leadership/management experience in a private member-owned club or comparable high-end hospitality operation · Strong personal qualities of integrity, confidence, credibility, energy, commitment, and humor along with exemplary ethics · Possess exceptional financial and budgeting acumen
- Able to fully comprehend and explain P/Ls, balance sheets, cash flow, and operating, capital, and project budgets
- Technologically proficient and committed to using technology to improve high-touch service and operational efficiency
- Someone who respects the history and traditions of the Club while also being an innovator and champion of new ideas that enhance member experience
- A true, confident, diplomatic, and competent club professional with exceptional “executive presence” and a proven history of success working with member boards and committees · Outstanding communication skills — verbal and written — with a keen ability to listen, engage, build trust, and be highly approachable
- Must be visionary and mission-oriented; actively networked and at the forefront of private club trends · A “hands-on” leader who balances leading, doing, and delegating
- A visible, sincerely engaged leader who brings ideas thoughtfully to the Board, committees, and team · Naturally outgoing, respectful, and diplomatic, yet able to diplomatically say “no” when appropriate
- Committed to an “employer of choice” culture that attracts, retains, and develops top talent · Innately understanding, empathetic, reliable, and relatable to members and staff at all levels
- The ability to adapt and contribute to changing and evolving circumstances · A true “partner” with the Board — a creative problem solver who conveys ideas with integrity and earns lasting respect

## **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.

## **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A bachelor's degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications such as CCM, CCE, or PGA are preferred.

## **SALARY AND BENEFITS**

Base salary and performance bonus potential is open and commensurate with qualifications and experience. The club offers standard executive benefits, and a full CMAA package to include dues and educational expenses to be determined in each year's operating budget.

## **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. Paul Atkinson, Vice President/Search Chair and The Golf Club at Palmira search committee** 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 GCP and the Bonita Springs, FL area will be beneficial to 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, February 13, 2026. Candidate selections will occur in late February 2026 with the first Interviews expected mid-March 2026, with 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 – The Golf Club at Palmira”

(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](mailto:holly@kkandw.com)

### **Search Executives:**

Sam Lindsley

Search & Consulting Executive

O: (833) KKW-HIRE, ext. 712

M: (216) 509-2250

[sam@kkandw.com](mailto:sam@kkandw.com)

Thomas B. Wallace III, CCM, CCE, ECM

Partner

O: (833) KKW-HIRE, ext. 700

M: (412) 670-2021

[tom@kkandw.com](mailto:tom@kkandw.com)