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ASSISTANT GENERAL MANAGER PROFILE: SAWGRASS COUNTRY CLUB PONTE VEDRA BEACH, FL

THE ASSISTANT GENERAL MANAGER OPPORTUNITY AT SAWGRASS COUNTRY CLUB

Sawgrass Country Club (SCC) in Ponte Vedra Beach, Florida, is seeking an Assistant General Manager (AGM) with exceptional communication and listening skills, deep expertise in food and beverage operations, and the ability to provide clear vision and direction. The ideal candidate is a polished hospitality professional with a strong background in high-quality, reputable operations, capable of elevating service standards and enhancing overall offerings. This individual will maintain a highly visible presence and demonstrate an approachable, engaging demeanor with both members and staff. The role oversees all food and beverage outlets as well as the facility maintenance department, with responsibility for budgeting, forecasting, problem-solving, and identifying opportunities for growth and innovation. The successful candidate will excel in developing and implementing programs and key performance indicators while consistently driving service excellence and operational performance.

As an integral member of a high-performing leadership team, the AGM will be well positioned for continued career advancement and will demonstrate ambition to lead a club in the future. They will bring strong leadership and decision-making capabilities, exceptional interpersonal skills, and an unwavering commitment to delivering outstanding member and guest experiences.

As SCC prepares for a significant three-year \$55M capital campaign to enhance the beach club, fitness facilities, and golf course, the Assistant General Manager, working with the GM/CEO, will play an active role in planning and construction across these initiatives. The successful candidate will demonstrate the ability to develop and mentor team members, collaborate effectively across departments, and adapt to evolving organizational needs while remaining a visible and engaged presence within the club community. Above all, they will be highly motivated and bring a genuine passion for hospitality at the highest level.

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

ABOUT SAWGRASS COUNTRY CLUB AND COMMUNITY

Sawgrass Country Club is a premier, member-owned private club located in Ponte Vedra Beach, offering a distinctive coastal lifestyle just 30 minutes from Jacksonville and St. Augustine. The Club's mission is to deliver an exceptional "Sawgrass Experience" through outstanding facilities, programs, and service in a unique oceanfront setting.

Founded in 1974, Sawgrass features 27 holes of championship golf originally designed by Ed Seay and enhanced through subsequent renovations. The Club previously hosted THE PLAYERS Championship from 1977–1981, reinforcing its legacy as one of the region's most respected golf venues.

Today, Sawgrass offers a full complement of amenities, including championship golf, a nationally recognized racquet facility with 13 courts, a comprehensive fitness and wellness center, and a vibrant oceanfront Beach Club featuring multiple dining venues and pools. The Beach Club serves as the social and recreational hub for members, supporting a wide range of dining, family, and social experiences.

The Club has recently completed a new 67,000+ square-foot Golf Clubhouse and continues to invest in its facilities through a comprehensive \$55M capital improvement initiative. This includes a full golf course renovation, expansion of fitness and wellness offerings, enhancements to the Beach Club experience, and continued investment in racquet facilities.

Sawgrass maintains a strong, engaged membership and a culture centered on service excellence, continuous improvement, and long-term fiscal responsibility, positioning the Club as a leading private club in Northeast Florida.

SAWGRASS COUNTRY CLUB BY THE NUMBERS

- Approximately 3200 total members
- Approximately 1475 memberships
- Initiation Fee: \$125,000 (Full Member)
- Annual Dues: \$21,190.56 plus tax (Full Member)
- The Club features 27 holes of golf, originally designed by Ed Seay of the Arnold Palmer Design Company and later enhanced by Robert Walker, supporting approximately 51,000 rounds annually.
- Approximately 215 full-time employees, plus approximately 30 seasonal employees
- Gross Volume: approximately \$28.0M
- Food & Beverage Volume: approximately \$7.0M
- The Club is organized as a 501(c)(7) and is a not-for-profit corporation

SAWGRASS COUNTRY CLUB WEB SITE: www.sawgrasscountryclub.com

ASSISTANT GENERAL MANAGER – POSITION OVERVIEW

Member Services

- Actively and meaningfully engage with members, maintaining high visibility and accessibility to both members and staff.
- Exhibit leadership qualities characterized by honesty, integrity, and positivity, serving as a role model for members, guests, and staff.
- Create and maintain a first-class service culture throughout the Club property.
- Effectively manage and resolve any concerns or feedback from members and guests.

Employee Relations

- Collaborate closely with the Director of HR to recruit and hire talented employees. Oversee ongoing training programs (including CPR, AED, responsible alcohol service, and safe food handling), complete with up-to-date training manuals to ensure exceptional service across all Club operations.
- Plan and execute training and employee development of all subordinate managers and supervisors, subject to budget approval. Promote a culture of teamwork among employees, offering coaching, guidance, and performance assessment to departmental staff.
- Build a stable and healthy work environment grounded in honesty, trust, and fairness.
- Facilitate a team environment with high moral, ethical standards, and efficient use of resources to position Sawgrass Country Club as a preferred employer of choice in the community.

Personnel Management

- Assume direct oversight for Fitness, Racquets, Catering, and Food and Beverage department heads, Culinary, to ensure a high level of service and standards
- Provide active leadership to managers and staff, including instruction, coaching, recognition, and disciplinary actions. Is an approachable problem-solver for staff, members, and guests.
- Continuously seek professional growth as a club management professional and as a member of CMAA.

Operational Responsibilities

- Understand and abide by Sawgrass Country Club policies and departmental procedures. Propose and potentially lead the implementation of strategic and operational improvements.
- Research new products/services/vendors and develop an analysis of their costs/benefits.
- Disseminate information effectively and coordinate activities between departments.
- Maintain regular communication with the GM/CEO about potential problems and operational developments.
- Exhibit a sharp eye for detail in the overall management of the operation.
- Provide annual Operating Budgets and Capital Budgets for all Direct Reports.
- Manage all aspects of the Employee Housing Program.

INITIAL PRIORITIES OF THE NEW ASSISTANT GENERAL MANAGER

- Observe, listen, ask questions, and learn about the culture and history of Sawgrass Country Club. Be patient; the Club is very open to changes and improvements, but you must first understand the culture, overall history, expectations, etc.
- Meet and sincerely interact with and engage as many members as possible, *“be present!”* Build trust whenever and wherever possible, schedule interactive times and follow up on details. *“Be involved and in charge!”*
- Ensure appropriate programs and procedures are in place to guarantee consistently exceptional member experiences in each key amenity, and within the programming for all demographics.
- Work closely with the F & B team to ensure that an appropriate foundation of success is in place in this department, both in the culinary and service execution sides of the operation. F & B operations are of utmost importance to the membership and meeting a majority of members’ expectations in this area is a critical success factor. Service standards and consistent delivery thereof is an important area of focus.
- Spend time with the team, in all areas of operations, getting to know them, their abilities, and aspirations, using this time to further communicate the vision and mission of SCC.
- Develop a relationship with the GM/CEO, Board and Committees, working to create a strong bond and communication exchange of diplomatic openness.

CANDIDATE QUALIFICATIONS

A minimum of 5 -7 years of progressive leadership/management experience in (preferably) a private member-owned country club with multi-dimensional operations, or leading hospitality operations outside of the club industry in a similar hospitality operation.

To perform this job successfully, an individual must be able to perform each essential duty. The requirements listed above represent the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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.

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 **General Manager/CEO Mr. Stefan Brunt, PGA**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Sawgrass Country Club and the Ponte Vedra, FL 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, May 29, 2026. Candidate selections will occur early June, with the first Interviews expected in mid-June 2026 and the second interviews a short time later. The successful candidate should assume his/her role in late August 2026.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – SCC

(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 Zak Kuebler: zak@kkandw.com.

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