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DIRECTOR OF OPERATIONS PROFILE: WEST BAY CLUB ESTERO, FL

DIRECTOR OF OPERATIONS OPPORTUNITY AT WEST BAY CLUB

West Bay Club is seeking an accomplished hospitality leader to join the organization at an exciting point in its evolution. Following significant investment in the Club's golf, dining, recreation, and Beach Club amenities, West Bay is focused on continuing to elevate the service experience and strengthening the operational foundation that supports its members, residents, and employees.

The Director of Operations will have a meaningful opportunity to help shape that next chapter. Working alongside the Chief Operating Officer and an experienced leadership team, this individual will bring a fresh perspective, strong hospitality instincts, and a hands-on leadership approach to an organization that values exceptional service, strong relationships, and continuous improvement.

West Bay offers a uniquely diverse private club environment, encompassing golf, multiple dining venues, events, recreation, wellness, a private Gulf-front Beach Club, and a vibrant residential community. The successful candidate will join an engaged membership, supportive Boards and committees, and a team committed to making West Bay not only an exceptional place to belong, but an exceptional place to work and grow.

This is an opportunity for a talented hospitality professional to make a visible impact, develop people, influence service culture, and contribute to the long-term success of one of Southwest Florida's distinctive private club communities.

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

ABOUT WEST BAY CLUB AND COMMUNITY

Located in Estero, Florida, West Bay Club is a distinctive member-owned private golf club and residential community encompassing nearly 900 acres, approximately 500 of which are dedicated to conservation. Across nine distinct neighborhoods, West Bay combines an active private-club lifestyle with an exceptional natural setting shaped by Southwest Florida's waterways, wildlife, and protected lands.

At the heart of West Bay is an 18-hole Pete and P.B. Dye-designed golf course recently renovated by Fry/Straka, complemented by an extensive collection of dining, recreation, wellness, racquet, and social amenities. The Bay House serves as a central hub for recreation, wellness, dining, and social engagement, while the community also features a resort-style pool, fitness center, spa, eight Har-Tru tennis courts, Sports Park, River Park, and a private Beach Club on the Gulf of America.

West Bay's food and beverage program is a defining part of the Club experience, with eight unique and distinctly branded dining and beverage outlets offering everything from casual poolside service to refined dining and beachfront hospitality. These include Aqua Café, featuring indoor and outdoor dining, an outdoor bar, and resort-style poolside service; the Golf House, offering an elevated dining experience with a sophisticated culinary program while also transforming into a premier large-event venue; the Signature Bar, a stylish gathering place featuring fine wines, craft beers, and expertly prepared cocktails; and the Halfway House, providing convenient service to golfers at the turn. At the Beach Club, members enjoy a full-service restaurant overlooking the Gulf of America, along with the sand, a distinct toes-in-the-sand experience with full food and beverage service directly on the beach.

West Bay Golf Club is an Elite-level Distinguished Club awarded by *BoardRoom* magazine.

The Club recently completed a \$50 million renovation of its golf course and club amenities, including the complete reconstruction of its Beach Club, which reopened in March 2024 with beachfront dining, a full-service restaurant, valet parking, and dedicated beach attendants.

WEST BAY CLUB WEBSITE: www.westbayclubs.com

WEST BAY CLUB BY THE NUMBERS

- Approximately 800 members
- Average Age of Members: 69
- Initiation Fee: \$150,000
- Capital Reserve: \$4,800 annually
- Approximate Annual Dues Volume: \$14 million
- Approximate Total F&B Volume: \$4 million
- F&B Mix: 75% a la carte; 25% banquets/events
- Food Cost: 45%
- Employees: 150 year-round FTE; 65 seasonal employees
- Approximate F&B Labor Cost: FOH \$1.3 million; BOH \$1.5 million
- Board Governance: Golf Board of Directors – 9 / Community Board of Directors – 8
- POS: Jonas/Members First

DIRECTOR OF OPERATIONS – POSITION OVERVIEW

Reporting to the Chief Operating Officer, the Director of Operations provides strategic and day-to-day leadership for West Bay Club's Food & Beverage and broader service operations. Food & Beverage is the primary focus, with operational responsibility extending across clubhouse, banquet and event services, Beach Club, pool and beach services, housekeeping, valet, H2B recruiting, employee housing, and staff and member transportation. The role works closely with department leaders and the Executive Chef to maintain consistent service standards, effective staffing, financial discipline, and operational execution across a diverse, multi-venue environment.

As a highly visible member of the leadership team, the Director of Operations works directly with members, staff, senior leadership, and both the Club and Community Association House Committees. The position supports team development, member engagement, financial and labor management, service standards, and continuous operational improvement while partnering with the Chief Operating Officer to coordinate the Club's broad service platform and uphold a consistent member experience.

INITIAL PRIORITIES OF THE DIRECTOR OF OPERATIONS

- Assess and strengthen Food & Beverage operations across West Bay's dining, banquet, event, Beach Club, pool, and beach service environments, establishing consistent standards for service, staffing, and execution.
- Evaluate the broader service operation and identify opportunities to improve coordination, accountability, and efficiency across housekeeping, valet, transportation, employee housing, and H2B workforce support.
- Build a cohesive leadership team by establishing clear expectations, strengthening communication, and developing managers and frontline employees to deliver consistent, member-focused service.
- Establish strong working relationships with the Chief Operating Officer, department leaders, members, and both the Club and Community Association House Committees, creating alignment around operational priorities and service expectations.
- Review labor and financial performance across areas of responsibility and identify opportunities to improve productivity, cost control, and operational consistency without compromising the member experience.

CANDIDATE QUALIFICATIONS

- Progressive leadership experience in a private club, luxury resort, hotel, or comparable high-end hospitality environment, with significant Food & Beverage and multi-department operational responsibility.
- Demonstrated success leading complex Food & Beverage operations across multiple outlets, banquets, events, and high-touch member or guest service environments.
- Proven ability to recruit, develop, motivate, and retain high-performing teams, including experience with seasonal, international, or H2B workforces.

- Strong financial and operational acumen, including budgeting, labor management, purchasing, inventory, cost control, and departmental performance.
- Highly visible, hands-on leadership style with the communication skills, judgment, and diplomacy to establish standards, develop managers, drive accountability, and build effective relationships with members, senior leadership, department heads, and Club and Community Association committees.
- Ability to manage a broad and complex operational portfolio, prioritize competing demands, and identify opportunities to improve efficiency, workforce effectiveness, service delivery, and the overall member experience.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- Bachelor's degree (B.A.) in Hospitality Management or related field is desired.
- Substantial private club or hospitality experience may be considered in lieu of a degree.
- CCM or other relevant industry certification is valued but not required.

SALARY AND BENEFITS

The salary is open and commensurate with qualifications and experience. The Club offers an excellent bonus and benefits package.

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. Ken Kouril, Chief Operating Officer**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why WBC and the Estero, FL area will benefit you, your family, your career, and West Bay if selected.

You must apply for this role as soon as possible, but no later than Friday, September 4, 2026, Candidate selections first and second interview expected in September. The successful candidate should assume his/her role in October

IMPORTANT: Save your resume and letter in the following manner: (In Word or PDF format.)

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter - WBC"

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 Michael Smith at michael@kkandw.com or Zak Kuebler at zak@kkandw.com

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