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GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: THE STANDARD CLUB JOHNS CREEK, GA

THE GENERAL MANAGER/CHIEF OPERATING OFFICER OPPORTUNITY AT THE STANDARD CLUB

The Standard Club seeks an exceptional leader with demonstrated experience at a well-run and highly regarded organization. The ideal General Manager/Chief Operating Officer (GM/COO) will bring strong team-building skills, financial literacy, and proven ability to collaborate effectively with board leadership. They must also demonstrate the skills needed to succeed amid the evolving demographics of the club world, along with a natural strength in building consensus, setting clear strategic goals, and executing against those objectives—while leading with a genuine mentorship style. Visibility, member engagement, and authentic enjoyment of building member relationships are essential, as is the ability to guide the Board and Committees in a professional, respectful, and diplomatic manner.

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

THE STANDARD CLUB

Founded in 1867, The Standard Club is the oldest social club in the Atlanta area. While the membership has grown increasingly diverse over the decades, the Club remains proud of that heritage and the strong sense of community it helped create. Nearly forty years ago, the Club relocated from its long-time intown location to its present campus in North Fulton County, marking a significant chapter in its evolution.

The Standard Club is an intentionally boutique, golf-centric, member-owned private club. Golf remains the anchor that shapes the rhythm of Club life and fosters many of the relationships that define its community, while racquet sports, swimming, fitness, dining, social programming, and family activities broaden opportunities for members and their families to connect throughout every stage of life.

Additionally, The Mizuno Foundry (officially called The Foundry, Mizuno's Research and Performance Center) opened in 2025 and is located on the grounds of The Standard Club as part of a multi-year partnership between Mizuno and the Club. The Standard Club serves as the host facility; the arrangement gives Club members convenient access and it supports Mizuno's on-site Research & Development and custom-building operations.

THE STANDARD CLUB BY THE NUMBERS:

- \$50K - Initiation Fee
- Approximately \$8.1M Gross Revenue
- Approximately \$4.1M Dues Revenue
- Approximately \$1.8M Food and Beverage
- 475 - Full Privilege Members, 18 - Limited Golf Members, 74 - Athletic Members
- 57 - Average Age of the Membership

THE STANDARD CLUB WEB SITE: www.standardclub.org

GENERAL MANAGER/CHIEF OPERATING OFFICER POSITION OVERVIEW

The GM/COO is responsible for the general operation of the Club relating most importantly to the clubhouse, golf and grounds operations, racquet sports, and pool, ensuring that all services exceed members' and guests' expectations. He/she will also prepare an annual budget and present goals and objectives to the Club Board on an annual basis.

He/she will develop an awareness of the “club culture” and will be responsible for ensuring hospitality, friendliness, and goodwill among members, guests, and staff. His/her goal is always to ensure that the facilities and events at the Club are first-rate and that the members’ and guest experience is of prime importance. The GM/COO reports directly to the President and Board of Directors.

PRIMARY RESPONSIBILITIES

- **Leadership & Strategy:** Provide visionary, visible leadership that elevates execution and accountability while aligning operations with strategic goals. Foster a culture of service excellence, continuous improvement, and empowerment of department heads.
- **Operational Oversight:** Manage all facets of Club operations, including golf, food & beverage, clubhouse facilities, events, member services, business relationships and recreational amenities—with special focus on consistency of service day-to-day.
- **Financial Management:** Oversee the budgeting process, financial performance, and capital planning, ensuring fiscal responsibility, disciplined capital allocation, and long-term financial health.
- **Work with the Board to establish a master facilities plan that aligns with the strategic goals of the club.**
- **Human Resources & Team Development:** Build and maintain a high-performing team through clear expectations, measurable KPIs, formal training and onboarding programs that embed Club culture, and professional development that fosters independence and trust.
- **Member Experience & Engagement:** Ensure a premier, predictable member experience by raising service standards, enhancing programming, and maintaining highly visible, authentic relationships with members.
- **Governance & Board Relations:** Serve as a strategic advisor to the Board, providing transparent updates and recommendations. Comfortably and respectfully challenge the Board when appropriate while building a productive partnership.
- **Facility & Project Management:** Successfully plan and guide major capital projects (short-game area, greens renovation, facility maintenance) while managing member expectations during periods of disruption and preserving the Club’s unique culture.
- **Community & Industry Engagement:** Represent the Club within the industry and local community, fostering positive relationships and staying informed on industry trends.

Member Services:

- Consistent sincere and significant engagement of members; highly visible to members and staff throughout the Club (dining room, first tee, all departments) is of premium importance. The GM/COO is ultimately responsible for ensuring that all Club operations run at the highest level of consistency.
- Provide quality leadership in a positive and upbeat manner for the members, guests, and staff.
- Create and maintain a first-class service culture throughout the Club property with predictable excellence regardless of day, department, or employee.
- Address and resolve all member feedback and suggestions regarding general service, employee attitude, maintenance, and presentation of clubhouse operations.

Employee Relations:

- Oversee the recruiting, hiring, and development of Club personnel. Implement comprehensive staff training and formal onboarding programs complete with up-to-date standard operating procedures to ensure exceptional, consistent service—with special attention to the Clubhouse and Food and Beverage Department.
- Provide support and mentorship for the future development of all direct reports. Empower department heads, foster independence and trust, and instill the concept of being “team players.” Continue to coach, counsel, and evaluate departmental staff against clear KPIs and measurable standards.
- Ensure that a positive spirit and healthy work environment exists throughout the Club, free of safety risks and all forms of employee harassment.
- Maintain an effective communication program where employees are treated in a fair, structured, and consistent manner.
- Function as an administrative and communication link between all departments at the Club.
- Help facilitate a team environment with high morale, impeccable ethical standards, and efficient use of resources to position The Standard Club as a preferred employer of choice in the community.

Financial Management:

- Work collaboratively with the Department Heads, Controller/CFO, and Board of Directors to prepare the annual operating and capital budgets for all Club operations and assist in managing and controlling the operations to attain the desired results.
- Demonstrate strong financial acumen and business skills; maintain financial discipline while evolving the Club for the next generation.
- Monitor the budget each week/month and direct the taking of corrective action as necessary to ensure that the budgeted goals are attained.
- Provide input to all Club personnel regarding annual budgets, capital spending plans, fiscal controls, and operational guidelines.
- Responsible for all labor cost payouts and maintaining them within the constraints of the budget.

Personnel Management:

- Display a very hands-on, highly visible approach and lead by example. Must be approachable to staff, members, and guests—someone who walks the property, notices details, and builds relationships.
- Assist the Department Heads as well as the Club in developing and implementing long-range (strategic) and annual (business) plans, operating reports, forecasts, and budgets.
- Responsible for all direct reports and department heads hiring, discipline, termination, and documentation of all employees. Set clear expectations and hold people accountable without micromanaging.
- Organize and facilitate weekly department meetings of senior management and carry out directives. Serve as an ad-hoc member of all club committees.
- Possess high emotional intelligence, a warm personality, a sense of humor, and the ability to work effectively with all levels of the staff and members.
- Further his/her own continued development as a club management professional as a member of CMAA. With the assistance and approval of the President, participate in appropriate seminars/training programs, thereby enhancing his/her value and quality of services to The Standard Club.

Operational Responsibilities:

- Understand and abide by The Standard Club policies and departmental procedures. Suggest changes and may direct the implementation of change, particularly those that improve consistency of service and operational excellence.
- Provide content for and manage communications and marketing materials; strengthen transparency around Board decisions, Club direction, and member expectations.
- Assure that the Club is run in accordance with all applicable local, state, and federal laws.
- Disseminate information effectively and coordinate activities between departments on a timely basis.
- Keep the Club and Board of Directors informed of potential problems and activities related to the smooth operation of the Club; establish a formal annual Member survey process.
- Possess a sharp eye for detail in the overall management of the operation and follow-through on attention to detail (cart setup, greetings, facility issues, F&B quality).

CANDIDATE QUALIFICATIONS

- A minimum of 5 years of verifiable, progressive leadership and management experience in an active, private member-focused club environment or an equivalent combination of related education and experience.
- A verifiable career track demonstrating tenure, commitment, and purposeful advancement rather than unplanned career changes.
- Strong leadership skills with verifiable strengths in team development, financial performance, recreational amenity management, food and beverage programming, member/guest service, strategic planning, project management, and consistent achievement of goals and objectives.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A Degree is highly desirable, preferably in Hospitality Management or Business.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Certified Club Manager (CCM) designation is preferred 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 AND BENEFITS

Salary is open and commensurate with qualifications and experience. The Club, along with the typical CMAA and PGA benefits, 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 The Standard Club Search Committee/Mr. Paul Silver, Search Chairman, 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 The Standard Club and the Johns Creek 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, November 6, 2026. Candidate selections will occur in mid-November with interviews in late November and 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 – Standard Club" (These documents should be in Word or PDF format)

Note: Once you complete the application process, 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

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