

KOPPLIN KUEBLER & WALLACE

GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: GOVERNORS CLUB CHAPEL HILL, NC

GENERAL MANAGER/CHIEF OPERATING OFFICER AT GOVERNORS CLUB

The General Manager/Chief Operating Officer (GM/COO) role at Governors Club presents an exciting opportunity to join one of North Carolina's premier clubs, currently benefiting from high member satisfaction, a wide range of exceptional amenities, and a largely tenured team of professionals. Located in beautiful Chapel Hill within the scenic Governors Club community, this dynamic and active membership club offers comprehensive programs that ensure an outstanding member experience. The Club is seeking a GM/COO to work alongside an experienced team, strengthen operations, and advance its long-term goals. The ideal candidate will listen actively, communicate effectively, and bring a collaborative leadership style and strategic mindset to enhancing the member experience.

Following the completion of a \$5.7 million capital improvement project in summer 2025, the GM/COO will focus on strengthening daily operations and meeting the needs of both long-established and newer members. Strong financial discipline and the ability to review and refine membership policies and procedures are essential. The successful candidate will collaborate closely with the Board, engage effectively with members and staff, and bring experience in strategic planning and execution.

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

ABOUT GOVERNORS CLUB AND COMMUNITY

Governors Club is a nationally recognized private club community located in Chapel Hill, built around an award-winning 27-hole Jack Nicklaus Signature golf course and member-owned country club. A Platinum Club of America and Distinguished Club, Governors Club is the Research Triangle's only gated golf community. The Club is also ranked in the Top 150 private clubs by the Platinum Clubs of America and recognized as an Exceptional Club from Board Room Magazine's Distinguished Clubs list.

The Research Triangle is home to a wide variety of "tech" companies and is anchored by The University of North Carolina in Chapel Hill, Duke University, and North Carolina State University.

The community is home to more than 900 families and offers exceptional amenities to Club members. The centerpiece of the community is the Club and its 27 holes of Nicklaus golf, which take full advantage of the 1,600-acre property and varied terrain. It offers variety, great natural beauty, and thoughtful design with three distinct nine-hole courses, the Lakes, Foothills, and Mountain. The courses satisfy golfers at all levels, and the four-season climate and mild winters allow year-round play on the championship Jack Nicklaus Signature courses.

GOVERNORS CLUB BY THE NUMBERS

- Approximately 700 memberships across Full, Sports, and House categories
- Full membership initiation fee: \$55,000
- Full membership monthly dues: \$1,085 operating + \$175 capital
- Approximately 38,400 annual golf rounds (2025)
- Gross revenue: approximately \$16M, including project assessment revenue (2025)
- Annual dues revenue: approximately \$8.3M—\$7.2M operating and \$1.1M capital (2025)
- Food and beverage revenue: approximately \$2.76M
- 99 full-time equivalent employees
- 9 Board members serving three-year terms
- Average member age: 69

GOVERNORS CLUB WEBSITE: www.governorsclubnc.com

GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW

The GM/COO of Governors Club reports directly to the Club President and Board of Directors and manages all aspects of the Club's operations. He/she coordinates and administers the Club's policies as defined by the Board of Directors, develops operating policies and procedures, and directs the day-to-day work of all departments including golf operations, course maintenance, member services, food and beverage, fitness, racquet, facilities maintenance, accounting/budgeting, and human resources, as well as being actively involved in membership marketing efforts. Specific emphasis on delivering the highest quality standards to enhance the experience for members and their guests.

The GM/COO is expected to be a consummate and respectful professional in terms of transparency, honesty, straightforwardness, integrity, accountability, leadership, and dedication. He/She must inspire and motivate a strong team at Governors Club and earn the respect of members, employees, and the community at large. Gaining and maintaining the trust and confidence of these constituencies is a critical success factor at Governors Club.

Governors Club is an intimate and active operation that requires significant administrative and organizational skills, strong financial acuity, and a naturally "front-facing" approach, as is the ability to analyze and convey important financial information and expectations to various Committees, the Board, and the leadership team succinctly and concisely. Having the ability to create a culture of "continuous evolution to excellence" in all that is done and provided (service, programming, amenities, etc.) is a key attribute necessary for success and needs to be a strong priority.

Communication, while clearly important at all clubs, is especially important at Governors Club. The GM/COO must be comfortable and effective communicating with all levels of staff, the membership's varying demographics, outside vendors, and community leaders, in both one-on-one and large-group settings. Exceptional personal presentation and writing skills are critical in this role as is a sincere and natural front-facing, approachable style. Collaborating with the Board, Committees, and Senior Staff, the GM/COO must be focused on ensuring that the Club's vision is relevant, topical, and well-constructed and that all involved know their accountabilities.

Governors Club is a very inclusive and welcoming Club, with members both from within the gates and non-residents of the Community. It is friendly and philanthropic, and new members are welcome to participate in as much or as little of the Club's activities as they prefer. The new GM/COO needs to epitomize and further this style of inclusiveness and warm hospitality culture and the style of Governors Club.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER

- Spend considerable time with the Board, Members, and Staff to "listen and understand the culture and history of Governors Club" before making any significant changes. Be available, approachable, interactive, and "present."
- Evaluate the overall service experiences, collaborating on a 'game plan' for quick enhancements, if any are deemed necessary and appropriate.
- "Pay attention to details" around the Club – physical plant, SOPs, as well as programming, activities, etc. Working with the senior staff, creating enhancement strategies for all areas, and keeping the Board well informed of what and why. Ultimately, create a "sense of urgency" within the team centered around the member experience delivery and default to "yes" when reasonably possible.
- Review and enhance or install appropriate and necessary performance management standards, including clearly defined SOPs, key evaluation metrics, and necessary goals and objectives, ensuring that the Team responsible for each understands their responsibilities and accountabilities and that there is strong "unity" and "collaboration."
- Consider the current organizational chart, including a strong focus on the human resources and communications areas, and make a recommendation to the Board for any changes or enhancements after fully evaluating.
- Review current practices for staff recruitment, retention, and overall development/training strategies, and work with the Team to develop a plan for enhancement in each area as appropriate.
- Evaluate the employee strengths/weaknesses and communicate your vision and strategy to each employee's role in achieving individual, collective, and overall Club goals. Strategically map a plan to further develop a dedicated and talented professional team, ensuring high morale and staff satisfaction, ultimately translating into high member and guest satisfaction.

- Create a “State of the Club” report to the Board after ninety (90) days of evaluation and observation, providing them with keen insights and recommendations regarding procedures, staffing, programming, and other key processes within Governors Club.

CANDIDATE QUALIFICATIONS

- Be a highly energetic individual with a proven track record as a General Manager or well-mentored AGM, and a passion for service excellence in all facets of club operations providing innovative leadership and sound guidance to club membership and staff.
- Be a disciplined, inspirational, and visionary leader who can impart an appropriate culture of consistent, quality service and attention to detail. Someone who is “hands-on,” but who works strategically and can clearly communicate his/her strategy and expectations to the team for whom he/she is a natural mentor.
- Have a minimum of 7 years of progressive leadership/management experience in a private member-owned club or high-end resort operation, preferably those with member boards and committee involvement.
- Is expected to be a “consummate hospitality professional” with a “servant’s heart” and strong operational management skills, who, in collaboration with the Board, Member Committees, and Senior Staff can define and strategically execute plans to ensure the Governors Club is viewed as one of the premier clubs in North Carolina and beyond.
- Possess a strong history of success and a keen understanding of quality food and beverage operations, golf operations excellence, mentoring, strategic planning, innovation and creativity, and strong service culture development.
- Have demonstrated ability to attract, hire, develop, and engage a high-performing cross-functional team, all focused on a “continuous evolution to excellence” in all that they do, with a strong focus on building and maintaining a strong ‘employer of choice’ delivery in all areas. Critical to this outcome is ensuring a highly collaborative leadership team, armed with clear goals and accountabilities, but supported by a strong advocate for their individual and group success.
- Have experience and success in facilitating member participation and recruitment, generating engagement with the larger community to attract new members and continue to build the Club’s sense of community.
- Exhibit financial and budgeting acumen with prior significant P&L responsibility, as well as a true understanding of the balance sheet, member equity, capital reserve strategies, and cash flow.
- Have had prior involvement in conceptualizing, developing, coordinating, and executing strategic and capital projects of some magnitude, including gaining member and staff support and understanding current trends and member/staff expectations. Staying relevant and ahead of changing demographic expectations as it relates to services, programming, and amenities will continue to be of high importance at the Governors Club.
- Be a creative problem solver who commands respect because of the way he/she interacts with others, lives up to his/her word, and confidently puts forth recommendations to the Board and Staff; a true “thought partner” with the Board and Committees for the long-term success of Governors Club.

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, CCE, CMC, or PGA are encouraged 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 offers an excellent bonus and benefits package, including association membership.

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 **Club President/Ms. Dianne Brown**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Governors Club and the Chapel Hill, NC 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, November 6, 2026. Candidate selections will occur in mid-November with the first Interviews and the second interviews a short time later. The new candidate should assume his/her role in mid-January 2027.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Governors Club”

(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

Search Executive:

Michael G. Smith, CCM, CCE, ECM

Search Executive

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