

## CANDIDATE PROFILE

**Director of Racquets**  
Birmingham Athletic Club  
Bloomfield Hills, Michigan



➤ [www.bacmi.net](http://www.bacmi.net)

[Watch a short video here.](#)

## The Organization

Birmingham Athletic Club (BAC) is a private racquet and fitness-focused club serving nearly 600 families. Founded in 1955, the Club is known for warm hospitality, exceptional programming and a strong family-centered culture. BAC offers a year-round environment where racquet sports are central to the member experience and where families gather, compete and connect.

BAC features eight Har-Tru clay tennis courts, four platform/paddle courts and four new pickleball courts scheduled to open in spring 2026. The Club also offers five singles squash courts, and one doubles squash court, providing a broad and well-rounded racquet offering across multiple disciplines. Additional amenities include a large two-level fitness area with dedicated fitness and yoga instruction, two seasonal pools, multiple member dining and banquet venues and social spaces that support an active calendar of club life.

At Birmingham Athletic Club, racquet sports are the heartbeat of the community. The atmosphere is active, social and multigenerational, with a membership that values strong programming, high-quality facilities and an experience that keeps members engaged on and off the courts.

## RACQUET SPORTS DEPARTMENT DETAILS

- Number of Members: 565
- Annual Racquets Revenue: \$350k

## STAFFING

- Tennis, Platform and Pickleball: 3 full-time professionals (including the Director of Racquets) and 4-5 seasonal professionals
- Pro-Shop: Shop is owned by Director of Racquets & operated by the racquets team.

## Position Overview

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With its proud tradition, family-centered culture and racquet-forward membership, Birmingham Athletic Club is seeking a Director of Racquets to lead tennis, platform/paddle and pickleball across junior and adult programming for men and women of all skill levels. Padel is being evaluated as a potential racquet amenity in the short-term strategic plan.

This full-time leadership role is highly visible within the Club and will shape the direction, structure and day-to-day execution of racquet sports at BAC. The Director of Racquets will create and run programs year-round, manage and mentor staff, and maintain a dynamic member experience on and off the courts. The Director will also oversee the professional racquets shop, including apparel and equipment.

Initial priorities include gaining a clear understanding of member expectations through active engagement, increasing participation in hallmark events, and establishing a strong seasonal summer staff of assistants. The Director of Racquets reports directly to the General Manager/COO and will be a key partner as Birmingham Athletic Club continues to evolve with new amenities and capital improvements.

## Leadership Profile

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This role requires a confident, polished and member-centric leader with a demonstrated history of proactively growing racquet programs, inspiring participation and developing professional staff. The ideal candidate is equally passionate about people and programming and thrives in a relationship-driven environment. They understand private club diplomacy, communicate with warmth and clarity, and take pride in being visible and approachable. They bring strong playing and teaching capability, along with the professional credibility to guide staff and connect with members at all levels of play, while consistently demonstrating professionalism and maintaining the highest ethical standards.

## Capital Projects & Future Vision

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BAC is in the midst of a multi-phase capital improvement plan designed to enhance the outdoor racquet and social experience and support continued program growth. The Club's "BAC 70 – Renew and Elevate" initiative includes upgraded terraces, a terrace bar and outdoor dining venue, improved tennis and paddle court playing surfaces, and enhancements that support year-round racquet programming. The plan also includes four new dedicated pickleball courts. These improvements are already underway and are expected to bring new energy to the Club's outdoor racquet environment by the upcoming summer season.

The Club is also researching and planning future phases that may include expanded racquet amenities, including Padel, additional platform and pickleball infrastructure and continued investment in the social and hospitality spaces surrounding the racquet facilities. The Director of Racquets will serve as a key partner in these conversations, helping inform decisions related to layout, member flow, amenity design, and operational needs. This is an opportunity to lead with both presence and

perspective, building member excitement while helping shape what racquet sports look like at BAC in the years ahead.

## **Responsibilities**

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The Director of Racquets is a senior executive role providing strategic and operational oversight of all Racquet Sports at BAC, with approximately 60% of responsibilities focused off-court on leadership, planning, and execution and 40% on-court to ensure visibility, credibility and strong member connection.

### **ORGANIZATIONAL LEADERSHIP**

- Serve as a highly visible leader courtside and throughout the Club, building strong personal connections and acting as the ambassador for racquet sports at BAC.
- Create the annual vision and calendar for racquet programming, including clinics, leagues, ladders, signature events, private lessons and social mixers.
- Deliver a member-focused experience that is thoughtfully structured and welcoming for all ages and skill levels.
- Listen to member feedback with professionalism and consistency, using it to elevate the racquet experience.
- Represent BAC with distinction in the industry and local community, serving as an ambassador for the Club and a thought leader for the profession.

### **PROGRAMMING & MEMBER ENGAGEMENT**

- Design and execute year-round junior and adult programming that is attractive, fresh, engaging, and relevant for all levels of play.
- Elevate signature events through strong planning, promotion, and execution.
- Maintain consistent, proactive communication through email, app announcements, digital boards, and seasonal program guides.
- Build energy and participation through programming that supports both competitive and social engagement.

### **OPERATIONS & STAFF LEADERSHIP**

- Hire, schedule, mentor and evaluate seasonal and year-round racquets professionals.
- Build a cohesive team culture where service standards are clear and accountability is embraced.
- Lead with a coaching mindset, developing professionals and supporting staff performance.
- Establish a strong and talented seasonal summer staff of assistants.
- Creatively interact and partner with other department leaders to provide exceptional member experiences.

### **FINANCIAL & BUSINESS MANAGEMENT**

- Own departmental financial performance, including budgeting, pricing strategy, and payroll oversight.
- Track and evaluate participation and member satisfaction metrics to support planning and decision-making.

## **FACILITY PARTNERSHIP & CAPITAL IMPROVEMENTS**

- Partner closely with the General Manager/COO on facility planning, court conditions, and equipment needs.
- Support long-range capital improvements that impact racquet sports operations and the member experience.

## **Performance Outcomes**

Within the first year, the Director of Racquets will have delivered visible growth in program participation across both juniors and adults of all skill levels. Signature events will feel elevated, well-promoted, and consistently well-executed, and member communication will be proactive, clear and reliable.

Members will describe the racquet program as energetic, inclusive, and well-run. The racquets staff will operate confidently with clear expectations, and the department will run with discipline, consistency and dependable planning. Most importantly, the Director's presence will be positively felt through relationships, leadership, and the overall vibrancy of racquet programming at Birmingham Athletic Club.

## **Qualifications and Experience**

- Bachelor's degree from a four-year college or university, preferably in Sports Management, Business Administration or a related field is preferred.
- Minimum five years of progressive leadership experience in racquets management within a private club, resort or comparable environment.
- Proven track record of staff leadership, robust program development and member engagement across multiple racquet disciplines (tennis, paddle and pickleball). Extensive experience leading committee interactions and growing programs and events for all skill levels.
- Excellent written and verbal communication skills, with the ability to engage diplomatically across all levels of membership and staff.
- Demonstrated success in financial management, including budgeting, payroll, retail operations and capital project oversight.
- High-level playing and teaching ability in at least one core racquet sport, preferably two, with credibility across others; minimum 4.5+ USTA-equivalent tennis rating preferred.
- Certifications from accredited associations such as USTA, RSPA, PTR, PPR, or APTA preferred.
- CPR, First Aid and AED certifications required.
- Knowledge of court maintenance, including Har-Tru clay tennis courts, hard-surfaced pickleball courts and platform tennis courts, preferred.

- High ethical standards, professionalism and integrity, with a career marked by progressive advancement and stable tenures.

## Competitive Compensation

The Club offers a competitive compensation package appropriate for a senior racquets leadership role. In addition to a strong base salary, the Director of Racquets is eligible for performance-based incentive compensation. The position also includes professional shop ownership and lesson revenue.

Benefits include:

- Individual and family health, dental, vision and life insurance
- Vacation and paid time off
- Relocation assistance
- Professional association dues and continuing education allowance
- Uniform allowance

Birmingham Athletic Club is an Equal Opportunity Employer.

## To be Considered

PLEASE SUBMIT A COVER LETTER AND RESUME BY **January 30, 2026**.

A full background check will be conducted on final candidates. Qualified professionals are invited to submit materials to:



**Andrew Minnelli, USTA, RSPA, PTR, PPR**  
**Principal**  
**Racquet Sports & Club Leadership**

✉ [andrew@gsiexecutivesearch.com](mailto:andrew@gsiexecutivesearch.com)

☎ 301-740-4488

