

CANDIDATE PROFILE

Club General Manager
Barton Creek Country Club
Austin, Texas

➤ www.bartoncreekmembers.com

The logo for Omni Hotels & Resorts, featuring the word 'OMNI' in a large serif font, followed by a vertical line and the text 'America's Hotel Company.' in a smaller serif font.

The Organization

Located in the Texas Hill Country just outside downtown Austin, Barton Creek Country Club is part of Omni Barton Creek Resort & Spa and is recognized as one of the region's premier private club and luxury hospitality destinations. The Club combines the personalized service and traditions of private club life with the scale, resources and amenities of a leading resort organization.

Barton Creek offers an extensive range of golf, fitness, racquet, aquatics, dining, social and family experiences. It features 72 holes of championship golf designed by Tom Fazio, Arnold Palmer and Coore & Crenshaw and comprehensive golf practice facilities featuring Toptracer technology. Additionally, the Club offers three clubhouses (with two full-service clubhouses and one dining-only facility), a 33,000-square-foot fitness center, tennis facilities, swimming pools (two outdoor, one indoor) and dynamic, family programming that serves a large and highly engaged membership.

The Club operates in close partnership with Omni Barton Creek Resort & Spa, creating a complex and collaborative operating environment. Club leadership works closely with resort teams in areas such as human resources, food and beverage, finance, catering, events, facilities and shared services to ensure a consistent and exceptional member experience.

As part of Omni Hotels & Resorts, Barton Creek benefits from the strength, standards and professional resources of a nationally respected hospitality organization. At the same time, the Club maintains the relationship-driven culture, personalized service and sense of community expected by its members.

ABOUT BARTON CREEK COUNTRY CLUB

- Ownership Structure: Omni Hotels & Resorts owns property and Club
- Annual Operating Revenue: 40 Million
- Membership Revenue: 25 Million
- Number of Employees: 400
- Annual F&B Revenue: 5 Million
- 10 Tennis Courts (4 convert to pickleball), Cliffs Drysdale supports Tennis Operations

- Extensive fitness center with separate Spin, Yoga and Cross Fit facilities
- Average Member Age: 55
- Initiation Fee / Dues Structure: Full Golf – 135K; Dues – \$1,120/month
- Technology Platforms: Four Tees, Resort Suite, Symphony

MEMBERSHIP OVERVIEW

- Approximately 1,200 Golf Members
- Approximately 200 Tennis Members
- Approximately 150 Social Members
- Approximately 200 Prospective Golf Members on the Waiting List

BARTON CREEK CULTURE

Barton Creek Country Club's success is built on a dedicated, intelligent and self-motivated team of associates who share a common goal: delivering personalized service to members and guests while upholding the standards of a premier private club.

Associates experience the distinctive culture of private club life, where meaningful connections, attention to detail and a commitment to excellence shape the member experience each day.

The organization fosters an environment where teamwork thrives, individual contributions are recognized, and associates are encouraged to grow professionally.

Barton Creek Country Club is committed to creating a culture of respect, gratitude, empowerment and accountability. Comprehensive training and mentorship programs support associate development, while open communication and collaboration help ensure that every associate and member feels valued.

Position Overview

The General Manager will provide strategic direction and operational leadership across all areas of Barton Creek Country Club.

The General Manager will oversee the Club's senior leadership team and will be responsible for aligning business objectives with the Club's commitment to exceptional service, member satisfaction, financial strength, associate engagement and operational excellence.

The position requires a leader who can effectively manage a large and complex operation while maintaining a visible and approachable presence throughout the Club.

The General Manager will also work closely with the leadership team of Omni Barton Creek Resort to ensure a cohesive experience across Club and resort operations.

Responsibilities

STRATEGIC LEADERSHIP

- Establish and guide the strategic direction of the Club while maintaining a strong member-centric culture.

- Assist in the development of the Club's long-range plans, annual business plans, capital plans and operating budgets.
- Participate actively in Omni Barton Creek Campus executive committee meetings.
- Lead and support the Club's senior leadership team across all operational areas.
- Identify the key drivers of organizational success and translate strategic priorities into measurable results.
- Ensure that the Club's goals, service expectations and performance standards are clearly communicated throughout the organization.

OPERATIONAL EXCELLENCE

- Oversee all divisions of the Club, including membership, golf, tennis, health and fitness, aquatics, family programming, social programming and clubhouse operations.
- Establish strong operational discipline by consistently inspecting and reinforcing established expectations.
- Oversee the development, implementation and ongoing adherence to Club policies, procedures and operating standards.
- Collaborate with Omni Barton Creek complex departments, including human resources, food and beverage, accounting, engineering and security.
- Develop and administer an effective organizational and management structure.
- Work closely with department heads to schedule, supervise, support and direct Club associates.
- Maintain clear and consistent communication regarding Club goals and desired outcomes.
- Oversee the care, maintenance and improvement of the Club's physical assets and facilities.
- Ensure that all operational areas work together seamlessly to provide a consistent and exceptional member experience.

TEAM DEVELOPMENT AND CULTURE

- Develop and implement effective standard operating procedures and training programs.
- Create a culture of accountability and follow-through.
- Build and maintain a cohesive, collaborative and results-oriented senior leadership team.
- Establish clear performance expectations and hold associates accountable in a positive and constructive manner.
- Champion the Omni culture throughout the Club's operations.
- Create an engaging and supportive work environment that inspires associates to deliver exceptional service.
- Promote professional development, mentorship, succession planning, and career advancement.
- Review and respond appropriately to associate feedback gathered through Associate Engagement Surveys, and ongoing interactions.
- Maintain an open-door leadership approach and encourage honest, respectful communication.
- Recognize and celebrate strong performance and individual contributions.

MEMBER AND COMMUNITY ENGAGEMENT

- Ensure the highest possible level of member satisfaction.
- Maintain a visible, accessible and approachable presence throughout the Club.
- Build strong relationships with members through individual interactions, surveys, committees and the Board of Governors.
- Listen carefully to member feedback and ensure that concerns are addressed thoughtfully and promptly.

- Lead the organization in delivering exceptional services, amenities and programming that enhance member value.
- Support membership sales, retention and engagement across all membership categories.
- Provide counsel and assistance to the Membership Department when addressing challenging member matters, complaints and concerns.
- Develop strong relationships with local community organizations and surrounding homeowners' associations.
- Serve as a positive and professional representative of Barton Creek Country Club throughout the greater Austin community.

FINANCIAL AND RISK MANAGEMENT

- Develop and manage monthly forecasts and annual operating budgets.
- Monitor financial performance and take timely corrective action when necessary.
- Support the overall financial success of the combined Club and Resort operations.
- Work closely with the Resort Accounting Department to analyze financial statements and establish appropriate financial controls.
- Review revenues, expenses, labor costs and operational results in relation to established goals.
- Make financial and operational decisions with an ownership mindset.
- Ensure accurate revenue, expense and labor forecasting and execution.
- Safeguard the Club's financial resources, physical assets and reputation.
- Ensure that the Club operates in compliance with all applicable local, state and federal laws and regulations.
- Participate directly in risk management, legal matters, safety initiatives and workers' compensation prevention efforts.

Candidate Attributes

- The ideal candidate will be an experienced and respected private club or luxury hospitality executive with a proven record of leading complex, multi-facility operations.
- The successful candidate will bring strong business and financial acumen, excellent communication skills, operational discipline and a genuine passion for building relationships with members and associates.
- This individual will be a strategic thinker who is equally comfortable developing long-term plans, reviewing financial performance, walking the Club's facilities, engaging with members and coaching department leaders.
- The General Manager must be hands-on, visible, approachable and capable of creating a culture where service excellence and accountability are consistently demonstrated.

Qualifications and Experience

- A minimum of ten years of progressive executive leadership experience, preferably within the private club, resort, luxury hospitality or related industry.
- Previous experience as a General Manager, Managing Director, Chief Operating Officer or similarly senior executive is strongly preferred.
- Demonstrated success leading a highly complex, multi-facility operation.
- A proven history of building and sustaining a best-in-class service culture.

- Strong financial acumen, including budgeting, forecasting, financial analysis, labor management and capital planning.
- A record of strong foundational leadership, operational process discipline and organizational rigor.
- A hands-on and highly visible leadership style.
- A commitment to accountability, associate development and continuous improvement.
- Exceptional communication, interpersonal and relationship-building skills.
- The ability to inspire, develop and lead a high-performing management team.
- Strategic thinking skills with the ability to navigate challenges, manage change and capitalize on opportunities.
- Experience working collaboratively with boards, committees, corporate leadership and shared-service departments.
- PGA and/or CMAA certification is preferred but not required.

Leadership Competencies

- Strategic and forward-thinking
- Member-focused and service-driven
- Hands-on and leading by example
- Financially astute
- Operationally disciplined
- Highly visible and approachable
- Collaborative and team-oriented
- Accountable and results-focused
- An excellent communicator and active listener
- Skilled at developing people and building culture
- Comfortable leading within a complex organizational structure
- Calm, thoughtful and decisive under pressure
- Committed to integrity, professionalism and excellence

Competitive Compensation

- Competitive executive compensation package commensurate with experience and qualifications
- Annual bonus opportunity of up to 35 percent
- Competitive executive benefits package, including health insurance, 401(k), paid time off
- Professional development opportunities
- Relocation assistance

To be Considered

Qualified candidates are encouraged to submit a thoughtful cover letter and resume for consideration. The cover letter should be addressed to **Todd Raessler, Regional Vice President** and should clearly articulate your alignment with the role, your relevant experience, and why this opportunity at Omni Barton Creek is of interest to you at this stage of your career. All inquiries should go to:



Tara Osborne
Principal

 tara@gsiexecutivesearch.com

 512-965-5643



Terry Anglin, CCM, CCE, ECM
Principal

 terry@gsiexecutivesearch.com

 901-550-9338

