



Robert Jones, CCM, CCE, ECM

Principal

✉ rjones@ethosclubandleisure.com

☎ 972-341-8133

Bob Jones is a founding principal of Ethos Club & Leisure and has been one of the most influential forces in the private club and real estate community development industry for more than 40 years. He has a proven track record for innovation, strategic planning, real estate development and design, and implementation of programs and initiatives that have raised the bar for private golf, recreational clubs, and real estate community developments throughout the country.

Bob had a successful 20-year career leading Desert Mountain, which is generally recognized as one of the premier private clubs and communities in the nation. During his tenure, Bob developed over \$82 million in club amenities, \$230 million in real estate development, while leading 679 employees operating over nine clubhouses and six golf courses on 11,000 acres. Desert Mountain consistently produced annual revenues over \$68 million, while achieving a constant 97% membership overall satisfaction index level. During that time, Bob also advised on multiple other club and community projects owned by Crescent Real Estate and Morgan Stanley, including The Woodlands, Pronghorn, Canyon Ranch, Sonoma Mission Inn & Spa, Old Greenwood, The Bridges at Rancho Santa Fe, Club and Community, and The Club at Las Campanas. Prior to Desert Mountain, Bob successfully led Northwood Country Club in Dallas, Texas, and Dallas Athletic Club in Dallas, Texas.

Bob has earned a number of distinctions in the club industry, including Certified Club Manager, CMAA Honor Society, CMAA Certified Chief Executive and has served as President of the CMAA Texas Lone Star Chapter. He has lectured frequently on club and hospitality topics throughout the country. Bob earned a Bachelor of Science in Restaurant and Hotel Management with honors from Florida International University, and an A.A.S. Associated degree in Restaurant Management from Del Mar College, Corpus Christi, Texas.