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GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: BEAR LAKE RESERVE TUCKASEGEE, NC

GENERAL MANAGER/CHIEF OPERATING AT BEAR LAKE RESERVE

Bear Lake Reserve, a private community nestled in the heart of the Blue Ridge Mountains of North Carolina, is seeking a General Manager/Chief Operating Officer (GM/COO). The ideal candidate will bring leadership, positive energy, contagious enthusiasm, a deep knowledge base, and hands-on involvement to the team in a private club environment. Reporting to the Ownership/Development Group ("Ownership") and partnering with the HOA, the GM/COO will collaborate closely with all departments and staff to ensure exceptional service and hospitality for the membership and their guests. In addition, the GM/COO will work closely with Ownership and the HOA in the planning and development of the 2,100-acre campus, as well as contribute to maintaining and building the infrastructure necessary for Bear Lake Reserve to evolve into a premier destination resort community.

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

BEAR LAKE RESERVE AND COMMUNITY

Bear Lake Reserve is a resort vacation destination in western North Carolina, offering an unparalleled mountain-lake experience in a picturesque setting. Located near Asheville and the Cashiers/Highlands Region, this hidden gem seamlessly blends nature with luxury, providing guests with breathtaking views of the Blue Ridge Mountains, pristine waters, and an abundance of amenities and activities designed for relaxation and adventure. Whether planning a weekend getaway with friends or a family vacation, Bear Lake Reserve is the ultimate retreat for those seeking serenity and recreation.

Nestled deep in the heart of nature, Bear Lake Reserve fosters a strong sense of community and connection to the wilderness. Its rich history is reflected in its scenic landscapes, leading visitors through lush forests, rolling hills, and green meadows. This serene path sets the stage for a home-away-from-home experience where guests can unwind, celebrate, and make lasting memories with loved ones.

The 2,100-acre resort community offers a wide array of amenities, allowing visitors to tailor their experience to their desires. At the heart of the community is the 14,000-square-foot Lake Club, which features top-notch dining, a poolside bar, a 24-hour fitness center, outdoor pools and hot tubs, a private theater, and entertainment options like billiards, ping pong, and shuffleboard. Guests can savor gourmet cuisine, enjoy craft cocktails, and soak in stunning lake and mountain views. The club provides quick access to The Point, Beach, and The Marina, making it a central hub for relaxation and recreation.

Bear Creek Lake, one of the community's main attractions, offers a variety of water activities. The full-service marina allows guests to rent pontoons, kayaks, canoes, and even ski boats for watersports. Visitors can also bring their own boats and reserve dock slips. The Local Play program extends the marina experience to day visitors and rental guests, ensuring that everyone has the opportunity to enjoy Bear Lake Reserve's pristine waters.

For those seeking adventure on land, Bear Lake Reserve boasts a world-class 9-hole Nicklaus Design golf course perched atop the mountain. This challenging course offers breathtaking views, a Pro Shop, a putting green, and a driving range. Additionally, guests can enjoy tennis and pickleball courts, hiking over 20 miles of scenic trails, and disc golf. The trails provide a unique opportunity to explore the diverse ecosystem and even venture into the renowned Panthertown Valley, known as the "Yosemite of the East."

The resort is also an ideal location for corporate retreats, family reunions, and special events. The Mill Pond Pavilion offers a peaceful setting for gatherings, while the Amphitheater and Event Lawn host concerts, festivals, and holiday celebrations. Castle Ladyhawke, an authentic Scottish-style castle nearby, provides a wedding venue that helps feed rental guests into the resort.

Dining at Bear Lake Reserve is a refined experience, with options including the Lake Club's gourmet menu, the casual Poolside Bar & Grill, and Bear n' Bean Café, which serves fresh coffee, pastries, and exclusive Bear Lake Reserve merchandise. The resort's commitment to wellness is evident in its outdoor yoga, hiking club and fitness center, promoting an active and healthy lifestyle.

BEAR LAKE RESERVE BY THE NUMBERS:

- 314 Members in all categories
- \$4.3M Gross volume
- \$1.95.M Annual dues volume
- \$680K F&B volume
- \$40,000 Initiation fee
- \$6,360 Annual dues
- 45 Employees (FTE) in-season; 50 summer seasonal

BEAR LAKE RESERVE WEBSITE: www.bearlakereserve.com

GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW

The GM/COO will work under the direction of Ownership/Developer ("Ownership") and in partnership with the HOA, operating within the framework of the Club budget, and in alignment with the Community's Vision, Mission, Goals, and service standards. This position will help grow and expand an existing club as the new Ownership significantly upgrades and expands the community. The GM/COO will oversee multiple Club departments, with additional departments added each year as identified by Ownership and the GM/COO. The GM/COO will collaborate closely with the BLR team to maintain high standards of hospitality, service, culinary quality, and creativity. The role requires strong administrative skills to report to Ownership, communicate with membership, support each department, anticipate Club events, and manage scheduling. Timely communication across all departments is essential, as is active involvement in business planning and budgeting for all areas under the GM/COO's oversight. This includes working with department heads on community and member-sponsored events and activities.

The GM/COO is responsible for the overall direction, coordination, and service of assigned Club departments in partnership with Ownership and the HOA. This will include providing leadership for emergencies since the community is located in a remote area. The position also provides guidance and support to the Lodging, Maintenance, and General Real Estate departments, working closely with the Clubhouse Operations and the HOA. The GM/COO will collaborate with other department heads to understand, prepare for, and support Club and HOA functions. Management responsibilities include planning, assigning, and directing work, appraising performance, and rewarding or disciplining staff members in accordance with the organization's policies, as well as federal and state laws.

To ensure a smooth transition and a thorough understanding of the Club's culture and operations, along with its relationship to the HOA, the GM/COO will gradually take on additional responsibilities in partnership with Ownership and the HOA. These responsibilities will expand annually to support the ongoing growth and development of the Community. The GM/COO will be a key player with Ownership in growing the community to double in size to what it is today, possibly more.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER

- Owners Representative - Consistent and positive communication promptly so that ownership understands what all departments do and how they are staffed currently.
- Learn how current f operations, accommodations, changes, and nuances occur daily.

- Determine the appropriate administration time and needs for planning, budgeting, scheduling, training, and how department heads anticipate the needs of the Members.
- Plan, manage, participate and provide direction to other department heads and in collaboration with Ownership in adherence to the overall Ownership and Club business plan and respective budgets.
- Work closely with, support and provide helpful guidance to the Food and Beverage team concerning the daily planning, staffing, operations and culinary offerings of Food and Beverage at all Club dining venues.
- Work closely with, support and provide guidance to the Events and Activities and all other department for planning, staffing and offerings.
- Analyze staffing and operational efficiencies and alternatives.
- Provide guidance for establishing some new club amenities and the proper budgets and operational timing
- Analyze the technology needed to streamline operations and grow the club into the future.
- Work on new 2026 Club and Lodging Budgets.
- Work on options for HOA operations and assist as needed on HOA President initiatives.
- Maintain a superior hospitality and service attitude and presentation among all staff with an understanding that a positive “can do” attitude and anticipating the needs of the Members and their guests is a guiding philosophy.
- Maintain high ethical and moral standards, including personal presentation, that are reflected in management and interactions with the Members and guests.
- Attend all Club Operations and Team meetings.
- Work within an annual budget, with monthly variance review, assisted by the current management staff and CFO.

CANDIDATE QUALIFICATIONS

- A minimum of 7-10 years of progressive leadership/management experience, having consistently upward-tracking leadership experience in a contemporary business model club or similar hospitality operation known for high service standards. The club will consider both current GM/COOs, as well as “rising stars” with the necessary potential, but who are currently in exceptional club environments or having similar responsibilities.
- Strong management skills with verifiable strengths in team development, financial performance, diverse recreational amenity management, quality food & beverage programming, exceptional member/guest service programming, strategic planning, renovations, and project management.
- The ability to consistently define and achieve goals and objectives.
- The ability to work in a remote location.
- Ability to oversee lodging operations in addition to Club operations
- Experience with club renovations and working in a community that has active development is preferred.
- Proven and verifiable leadership qualities with demonstrated ability to direct, coordinate, and control all facets of a busy, highly amenitized, full-service club.
- A network of professionals in a wide range of functional skills and disciplines within the hospitality industry that might benefit a remote location.
- A Team Builder. A person who embodies the persona of ultimate coach and motivator, bringing out the best in others by setting clear goals and expectations, providing consistent feedback and support, and treating others with respect and professionalism.
- A confident, diplomatic, and competent professional who is a doer and a “take-charge” person and who recognizes the importance of accountability. A creative problem solver who commands respect through professional interactions and integrity.
- Possessive of strong organizational skills and an obsession with details necessary to achieve high levels of quality, satisfaction, and outstanding member experiences.
- A charismatic individual with a sense of humor and style that is commensurate with the culture and expectations of a friendly, fun, and supportive membership and team of associates.

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, and CMC are encouraged but not required.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all hired employees must verify their identity and eligibility to work in the United States and 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 the order listed using the link below. When prompted for them during the online application process, you should have your documents fully prepared to attach. Please be sure your image is not on your resume or cover letter; it should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **Ownership/Development c/o Ms. Barbara Salk, President; Bear Lake Joint Venture**, and clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career and why helping reposition and grow their resort vacation community in Western North Carolina area will benefit you, your family, your career, and their Development/Club if selected.

You must apply for this role as soon as possible but no later than Friday, June 6, 2025. Candidate selections will occur in mid-June, with the first Interviews expected at the end of June with second interviews a short time later. The successful candidate should assume his/her role in September 2025.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Bear Lake Reserve”

(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 Alice Stevens: alice@kkandw.com

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