

# KOPPLIN KUEBLER & WALLACE

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## **GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: CHEVY CHASE CLUB CHEVY CHASE, MD**

### **GENERAL MANAGER/CHIEF OPERATING OFFICER AT CHEVY CHASE CLUB**

Chevy Chase Club, one of the nation's premier private clubs, is seeking a sophisticated, emotionally intelligent leader who blends tradition with strategic innovation as their next General Manager/Chief Operating Officer (GM/COO). The ideal candidate will have extensive experience managing a large, multi-faceted private club with a reputation for excellence and complexity, and will be known for visible, engaged, and approachable leadership. He/she must be a big-picture thinker and effective delegator who fosters cross-departmental collaboration while setting high standards and promoting accountability. Strong financial acumen, a deep understanding of service excellence, and a proven track record in food and beverage operations are essential. Just as importantly, the next GM/COO must be an empowering mentor, thoughtful communicator, and steady hand who is present, composed, and respected throughout the organization because of the manner in which he/she comports themselves.

The new GM/COO must understand the nuances of Chevy Chase Club's unique family culture, community, and traditions, guide the organization with clarity and transparency, and cultivate a high-performing team aligned with shared values. The ability to navigate complexity with diplomacy, inspire confidence across constituencies, and position the Club for a strong future, without losing sight of its past, will define success.

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

### **ABOUT CHEVY CHASE CLUB**

Founded in 1892, Chevy Chase Club has long been a distinguished social and recreational haven just outside Washington, D.C. Originally established as a 40-acre country escape by members of the Metropolitan Club, the Club quickly grew into a vibrant, full-service institution. Its name, inspired by a ballad recounting the 1388 Battle of Otterburn on Cheviot Chase, reflects both its historic roots and enduring character. What began as a hunt club evolved into one of the nation's premier private clubs, offering a rich blend of tradition, athleticism, and community.

Golf debuted at the Club in 1895 with a course that famously crossed Connecticut Avenue. In 1909, Donald Ross redesigned it into an 18-hole layout that has hosted prestigious tournaments for over a century. Most recently, the course is undergoing a \$17.5 million renovation led by acclaimed architect Andrew Green and is set to reopen this summer, ensuring its place among the country's elite golf experiences. Tennis has also long been central to Club life, with courts added in 1905 and expanded to 16 by 1916, laying the foundation for hosting Davis Cup matches in the 1920s and 1930s. Today, the Club's robust racquets program features 17 outdoor Har-Tru courts, four indoor air-conditioned Har-Tru courts, and seven platform tennis courts—six of which now convert for pickleball play during summer months.

In 1962, the Club established an outdoor ice rink, distinguishing itself as a premier family destination among its peers. Today, the skating program has expanded to include 1,100 participants across hockey and figure skating, welcoming individuals of all ages. The rink fosters a dynamic and spirited winter community, where generations of skaters, many now adults, return with their own children to share in the cherished traditions they once experienced. Most important to note are the high-quality professionals who lead these efforts and the robust nature of the member programs, which contribute greatly to all of the programs' continued success.

Athletic pursuits at Chevy Chase Club are available year-round. Members enjoy a state-of-the-art fitness center, three swimming pools, including an outdoor heated adult pool, and eight duckpin bowling lanes.

The Club also boasts a golf practice facility, nature trail, greenhouses, and a recently expanded family casual restaurant, the Winter Center. Dining options include two formal clubhouse dining rooms, banquet venues, and two seasonal sports canteens, supporting a year-round calendar of social and family-focused events. The Clubhouse just reopened in November of this past year after a \$16m renovation project to enhance and expand member dining areas.

At the heart of the property stands the historic Bradley House, originally built in 1747 and now home to 18 beautifully appointed guest rooms for members and their guests. The Club's sprawling, meticulously landscaped grounds—including its renowned gardens and iconic west lawn Adirondack chairs—offer members a place of peace, tradition, and scenic beauty. Watching the sunset from the west lawn with a mint julep in hand remains a time-honored ritual.

Today, Chevy Chase Club is ranked amongst the top clubs on the Platinum Clubs of America list and continues to operate with an unwavering commitment to excellence. The Club is home to a uniquely diverse yet remarkably cohesive membership—multi-generational families and individuals who bring a variety of perspectives, backgrounds, and interests, yet are united by shared values and a deep commitment to one another and the Club community. Through its dedication to service, its preservation of tradition, and its embrace of family, legacy, and community, Chevy Chase Club remains one of the most respected and admired private clubs in the country.

### **CHEVY CHASE CLUB BY THE NUMBERS**

- At present, there are approximately 2,500 members in all categories.
- Club employees: approximately 300; 99 (seasonal)
- Initiation fee: \$120,000
- Annual dues: \$12,780
- Gross volume: approximately \$37M
- Annual dues revenue: approximately \$19M
- Rounds of Golf: approximately 34,000
- F&B volume: approximately \$7M
- Gross payroll: approximately \$18.5M
- Club software: Jonas
- Average age of members is 62
- There are 15 Board Members serving 5-year terms

**CHEVY CHASE CLUB WEBSITE:** [www.chevyCHASEclub.org](http://www.chevyCHASEclub.org)

### **GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW**

The General Manager/Chief Operating Officer is entrusted with full responsibility for all day-to-day management of the Club. Reporting to the Board of Governors through the President, the GM/COO is charged with delivering an exceptional, member-centric experience while effectively managing resources, inspiring a culture of excellence, and upholding the long-standing values of the Club.

The GM/COO will lead a seasoned management team, many of whom have a long tenure at the Club, and will promote a modern, metrics-driven management approach that prioritizes collaboration, innovation, and high performance. Through thoughtful delegation and genuine engagement, the GM/COO will indirectly supervise all employees while maintaining a strong presence throughout all areas of operation.

Outstanding communication skills are necessary for this role. As the primary communicator of much information at the Club, proven outstanding verbal and written skills are absolutely critical, as is a keen ability to listen, engage, build trust, and be highly approachable.

Critically, the GM/COO must serve as a strategic thought partner to the Board and Committees, guiding long-term planning, identifying opportunities for enhancement, and balancing tradition with evolving member expectations. As

the membership continues to grow in diversity, particularly among younger families, the ability to blend timeless customs with contemporary relevance will be key to sustaining the Club's vibrancy.

Above all, the next GM/COO must be a genuine, sincere, and unifying leader who fosters a sense of pride, purpose, and solidarity across the organization. He/she will build and nurture a team of friendly, competent, and service-driven professionals who reflect the Club's values in every interaction. Creating an environment where staff are inspired, empowered, and held accountable will be essential to sustaining the exceptional experience that members have come to expect.

## **INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER**

### **PEOPLE/ORGANIZATIONAL PRIORITIES**

- Spend considerable time with the Board, Members, and Staff to "listen and understand the culture and history of Chevy Chase Club before making any significant changes. Be highly visible, approachable, and available.
- Review and evaluate the current organizational chart; make a recommendation to the Board for any changes or enhancements needed.
- Review current practices for staff recruitment, retention, and overall development/training/performance evaluation strategies, and work with the Team to develop a plan for enhancement in each area as appropriate.

### **MEMBER EXPERIENCE**

- Evaluate and enhance the overall Chevy Chase Club member experience, particularly within food and beverage operations, by re-establishing standards of excellence, setting clear expectations for the team, and fostering a culture of accountability, while collaborating with staff to implement a focused action plan for timely and meaningful improvements. As part of this evaluation, pay especially close attention to the details for a consistently successful member and staff experience---physical plant maintenance, standards and procedures, communication and responsiveness strategies, etc.
- The Club has recently completed \$36 million in infrastructure improvements, which include a fully restored golf course and a renovated clubhouse with three updated dining areas. Focus on leveraging the upgrades to elevate the member experience, enhance programming, improve staff performance, and upgrade the administrative infrastructure.

### **OPERATIONS**

- Work collaboratively with the Board and management team to establish mutually agreed-upon key performance indicators, along with the essential data and metrics required to support informed strategic planning and effective operational oversight.
- Assess the depth, participation, and effectiveness of club programming through data analysis and member feedback, using these insights to recommend enhancements, optimize utilization, and, where appropriate, consolidate or streamline offerings to ensure alignment with member interests and operational efficiency.
- Examine the Club's financial standing, showcasing responsible fiscal management and accountability across both operating and capital budgets.
- Create a "State of the Club" report to the Board after ninety days of evaluation and observation, providing keen insights and recommendations for procedures, staffing, programming, and other key processes within the Club.

### **STRATEGIC PLANNING**

- Serve as a strategic collaborator with the Board, contributing to the formulation of short and long-term goals and objectives. Work together to chart a course for the implementation of strategic plan initiatives.

## **CANDIDATE QUALIFICATIONS**

- 10-15 years of General Management experience in similar multi-dimensional, member-owned, high-quality, private clubs or luxury hospitality operations is preferred. However, industry "Rising Stars" in a premier club environment with an outstanding track record of success will also be considered.
- A proven businessperson from the club or hospitality industry with exceptional financial, budgeting, and business planning skills that have yielded verifiable results. In particular, the candidate must enjoy and embrace the

challenge of strong fiscal management while at the same time delivering the quality and range of services and innovative activities to enable the Club to attract and retain members and staff.

- A proven track record of conservative fiscal management as well as the ability to navigate complex budgets.
- Strong general management skills with verifiable strengths in inspirational leadership, financial performance, “people” skills, and large-scale recreational amenity management.
- A record of impeccable integrity, along with the personal attributes of being a highly visible, charismatic, passionate professional, and having outstanding membership relations, including possessing an appropriate sense of humor and humility.
- Being known for positively mentoring and coaching department managers and employees, and demonstrating proven leadership skills in team building, employee motivation, and employee training programs. A proven track record of advancing employees in the industry is essential.
- The proven ability to collaborate with the Board and Committees, and a strong ability to work with the Board to further establish and implement clear roles, responsibilities, and overall metrics for sustainable success.
- A record of showing a high degree of initiative, innovation, and resourcefulness in directing the activities of a year-round, multi-faceted country club environment. Able to demonstrate a consummately professional image to the staff, membership, and the general public at all times.
- Demonstrate strong organizational skills, and an obsession with covering the details necessary to consistently achieve high levels of quality, satisfaction, and outstanding member experiences.
- Strong and polished personal presence and “executive gravitas,” with an intuitive desire to meet, interact with, and build strong relations amongst all constituents.
- A creative problem solver who approaches challenges with curiosity, strategic thinking, and a solutions-oriented mindset. Anticipate issues before they arise, think beyond conventional approaches, and engage the team in developing thoughtful, practical solutions that enhance operations and elevate the member experience.
- Skilled at applying industry best practices and policies.
- Adept at identifying and implementing best-in-class technologies.
- Active and well-respected in their local and national CMAA organization.

#### **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 or CCE 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. *Compensation Range: \$400,000 - \$650,000.*

#### **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 Mr. Nao Matsukata, Search Committee Chair. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Chevy Chase Club and the Chevy Chase, MD 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, May 23, 2025. Candidate selections will occur early June, with the first Interviews expected in June and second interviews a short time later. The successful candidate should assume his/her role as soon as possible.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Chevy Chase”

(These documents should be in Word or PDF format.)

Note: Once you complete the application process for this search, you cannot 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](mailto:alice@kkandw.com)

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