



The Club Council

Private Club Consulting

The Club Council Announces:

General Manager

Bay Hill Club and Lodge

Orlando, FL

The Club

Known for world-class championship golf and unpretentious excellence, Bay Hill Club & Lodge is among America's most storied private clubs, with a rich history and enduring connection to golf legend Arnold Palmer. Located in the Bay Hill community of Orlando, Florida, the Club sits on approximately 270 acres along the scenic Butler Chain of Lakes and offers an exclusive private club experience for its members and guests.

History & Legacy:

Developed in 1961, Bay Hill gained international prominence when Arnold Palmer first visited the property in 1965 and subsequently purchased the Club in 1974. Under Palmer's ownership and vision, Bay Hill evolved into a premier golf destination and PGA TOUR venue known for camaraderie, sportsmanship, and unpretentious top-tier hospitality—qualities that endure today under the continued ownership of the Palmer family.

Golf & More:

At the heart of the Club is its world-famous 27-hole golf facility, featuring the Champion, Challenger, and Charger nines. The Championship Course annually hosts the Arnold Palmer Invitational presented by Mastercard, one of the PGA TOUR's premier events and a showcase for the world's best golfers. Since becoming the tournament's permanent home in 1979, Bay Hill has been recognized as one of the most iconic and challenging venues in professional golf.

Beyond golf, Bay Hill offers quality dining venues, racquet sports, fitness and wellness facilities, swimming, marina access, and a vibrant calendar of social activities. Our intimate Lodge accommodations and guest cottages extend the experience, providing members and visitors with a warm and welcoming way to access a traditional private club experience.

Culture & Experience:

Bay Hill's culture is deeply rooted in the Palmer family's values, which drive our commitment to unpretentious excellence, to fostering personal relationships, and to ensuring integrity across all levels of operations. Members enjoy a family-oriented environment where exceptional service, championship golf, and meaningful social connections are equally valued, and our Lodge guests from around the world receive the same experience. Today, Bay Hill Club & Lodge continues exactly as Arnold Palmer intended, as a place where the highest standards are delivered effortlessly and affably, with personalized service and a smile. We are a modern Club that honors its rich history, with



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a legendary connection that continues to shape an extraordinary experience for members and guests alike.

Gross revenues total \$25M with Food & Beverage accounting for \$5M, of which 19% is generated from private events. There are 633 memberships.

The Opportunity

The General Manager serves as the senior operational leader of Bay Hill Club & Lodge and is responsible for the overall management, administration, and success of all club operations. This includes fostering exceptional relationships with members, guests, employees, and ownership while ensuring that every aspect of the Bay Hill experience reflects the standards of excellence, hospitality, and tradition established by Arnold Palmer.

Reporting directly to the Bay Hill Board, the General Manager provides leadership and direction to all department heads and is responsible for creating a culture of accountability, teamwork, service excellence, and continuous improvement throughout the organization. The General Manager oversees all aspects of club operations, including member services, lodging, food and beverage, recreation, facilities, and financial management.

The General Manager is responsible for developing and implementing operating and capital budgets, safeguarding Club assets, and ensuring the long-term financial strength and sustainability of the operation. This position works closely with ownership and senior leadership to execute strategic initiatives, enhance the member and guest experience, and maintain Bay Hill's position as one of the premier private clubs and hospitality destinations in the country.

The General Manager is expected to elevate service standards, preserve the traditions and culture that define Bay Hill, and extend Arnold Palmer's legacy through exceptional leadership and operational excellence. The successful candidate will apply industry best practices in the industry, sound business judgment, and innovative thinking to support the continued growth and success of this thriving year-round operation.

The Direct reports for this position are: Membership Director, Director of Racquets, Director of Food and Beverage, Lodge Sales/Revenue Manager, Director of Greens, Director of Golf, Regional Director of Club Operations, Facilities Director, and Controller.

Collaborative Relationship: Executive team of the Arnold Palmer "Group" Businesses.

Ideal Candidate

The successful candidate should possess the following knowledge, skills and attributes to be successful:

- Minimum of 7–10 years of successful senior leadership or general management experience in a private club, resort, hospitality, or similar service-focused environment.
- Demonstrated success overseeing food and beverage operations, sports related club departments, member programming, special events, and hospitality services of comparable scope and complexity.
- Strong financial acumen, including budgeting, forecasting, financial analysis, and fiscal oversight.
- Excellent communication, organizational, and administrative skills, with the ability to effectively manage multiple priorities, produce timely reports, and engage successfully with members, staff, and club leadership.
- Strong written and verbal communication skills, attention to detail, and proficiency with business and club management technology systems.
- Strong leadership presence with a positive, dynamic, and visible management style that inspires teamwork, accountability, and excellence throughout the organization.
- Passion for hospitality and service excellence, with a strong member and guest focus and the ability to foster a culture of exceptional service throughout the organization.
- Highly organized and detail-oriented, with the ability to manage multiple priorities, projects, operational responsibilities, and reporting requirements in a timely and efficient manner.
- Advanced computer proficiency and experience utilizing a variety of software platforms and business management systems.
- Demonstrates the highest standards of professionalism, ethics, integrity, and confidentiality.
- Maintains membership with CMAA and other professional associations. Attends conferences, workshops, and meetings to keep abreast of current information and developments in the industry.

EDUCATION & CERTIFICATIONS

- Bachelor's degree in Business, Hospitality Management, or a related field preferred.
- Demonstrates the highest standards of professionalism, integrity, and ethical leadership.
- Certified Club Manager (CCM) designation preferred.

Compensation:

This position pays a competitive salary and standard benefits package. The salary is negotiable based on the candidate's qualifications and experience.

Learn more about the position and apply through our website:

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