The Club Council
Private Club Consulting

The Club Council Announces:
General Manager
Luling Sport
Luling, TX

The Club

Located in the heart of Central Texas, between Austin and San Antonio, Luling Sport is an exciting new private golf club destination designed to offer an extraordinary experience rooted in world-class golf course architecture, natural beauty, and an appreciation for the traditions of the game. Set across approximately 1,100 acres of rolling countryside, the Club is being developed as an intimate, golf-focused retreat that embraces the distinctive character and landscape of the Texas Hill Country region.

At the center of the Club's vision are two distinct 18-hole championship caliber golf courses, each offering a unique playing experience. The first, designed by acclaimed architect Kyle Franz, incorporates the property's natural ravines, mature live oaks, expansive fairways, and dramatic contours to create a strategic and engaging layout. The second course, designed by the internationally recognized team of Geoff Ogilvy, Mike Cocking, and Ashley Mead (OCM), draws inspiration from traditional links-style golf, emphasizing creativity, firm playing conditions, and a strong connection to the natural terrain.

Envisioned as a private, walking-focused golf club destination with limited membership, Luling Sport seeks to create an atmosphere that is welcoming, authentic, and understated while maintaining exceptional standards of course conditioning, hospitality, and personalized service. The Club's philosophy places the game of golf and the camaraderie it inspires at the forefront of the member experience.

As an emerging destination in the private club industry, Luling Sport presents a unique opportunity to help establish the culture, operational standards, and service traditions of a distinctive new club. With its ambitious vision, celebrated golf course architects, and remarkable natural setting, the Club is positioned to become a notable destination for passionate golfers seeking an exceptional and memorable experience.

The Opportunity

The General Manager will lead the development and execution of a unified operating model across the Luling property and The Boot. Reporting through an owner-led structure, this executive will serve as a trusted partner to the owner and the family office, translating a distinctive vision into consistently exceptional golf, hospitality and member experiences. The role calls for a visible, entrepreneurial leader with genuine golf credibility, sophisticated hospitality instincts and the ability to establish systems, build teams and manage a growing destination from the ground up.

Reporting Departments: The Boot; Golf Shop and Golf Experience; Food and Beverage and On-Site Hospitality at Luling; Will oversee member experience and administratively assist with the Director of Grounds.
Peer Relationship: Construction

The Candidate

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

- Proven senior leadership experience in a private golf destination, premier club or comparable high-end hospitality environment; experience opening, repositioning or scaling an operation is strongly preferred.
- Deep knowledge of golf culture and operations, including championship-level conditioning, tournaments, caddie programs and member expectations.
- Entrepreneurial, hands-on operating style with the ability to create service models, systems and teams rather than rely on established infrastructure.
- Exceptional interpersonal presence, judgment and discretion; comfortable partnering directly with an engaged owner and sophisticated membership.
- Strong financial and strategic planning skills, including budgeting, forecasting, capital prioritization and operating controls.
- Demonstrated ability to recruit, mentor and lead cross-functional teams across multiple facilities.
- Visible, approachable and service-oriented leadership style, with strong written and verbal communication skills.
- Adaptability, resilience, accountability and a willingness to balance ambitious standards with disciplined execution.
- Professional club management or PGA credentials are valued but demonstrated leadership and golf credibility are paramount.

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, but not required.

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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