

PIEDMONT DRIVING CLUB

DIRECTOR OF GOLF

Position Criteria Summary



ORGANIZATION

Piedmont Driving Club

POSITION TITLE

Director of Golf

REPORTING RELATIONSHIP

General Manager/COO

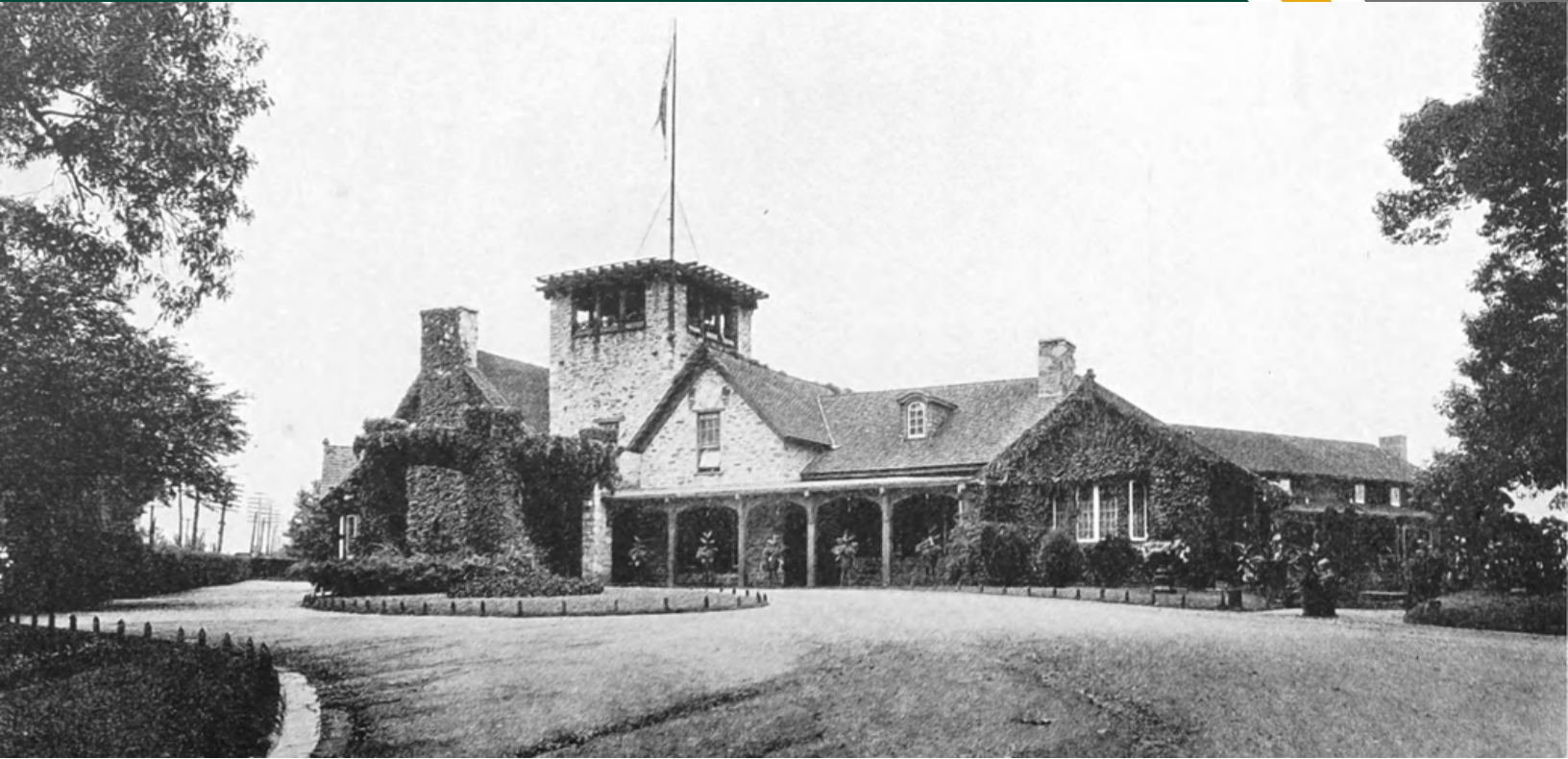
LOCATION

Atlanta, Georgia

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In 1887 a leading group of 100 citizens of Atlanta pledged \$100 each to form a driving association. Chartered by Fulton County Superior Court on June 4, 1887, the “Gentlemen’s Driving Club” was borne. Its object was specifically the association of members for the purpose of driving their fine horses, which was the most popular sport of the day.

Since 1887, Piedmont Driving Club has enjoyed a reputation as one of the most prestigious private clubs in the south. The historic Main Clubhouse, located in downtown Atlanta approximately 20 miles from the Golf Club, offers casual dining, athletic facilities that include men's and women's health clubs, Har-Tru tennis courts, pickleball and squash courts, a newly constructed padel court and an Olympic-sized swimming pool. The Athletic department offers a variety of health and fitness programs.

In October of 1997, in a meeting of the membership, a favorable vote was cast for the acquisition and development of a golf and recreational facility for Piedmont Driving Club. The passage of this measure signaled the beginning of a new era in the life of the Club.

In April of 1998, the club purchased a tract of approximately 538 acres including a 145-acre lake in southwest Atlanta for a golf course and recreational facility. The initial 18-hole golf course was designed by noted golf course architect Rees Jones. The official groundbreaking was on August 22, 1998, and the course opened for play on May 18, 2000.

Now in its second century, Piedmont Driving Club continues to grow and prosper and is a dynamic part of Atlanta’s rich heritage and promising future.



THE VISION

Piedmont Driving Club's vision is to enhance the lives of our members through a thoughtful culture of service that emphasizes intentional effort and the anticipation of member and employee needs. This vision is not just about providing high-quality service; it's about cultivating a deep sense of care, attentiveness, and proactive support in every interaction. Each employee is encouraged to bring purposeful effort to their role, fostering an environment where service excellence is woven into the club's culture. By consistently anticipating and responding to the needs of both members and coworkers, the club strives to create a uniquely enriching and lasting experience, marked by meaningful connections and relationships.

PDC AT A GLANCE

Type of Facility >>	Private
Average Annual Revenue >>	\$32,000,000
Full Golf Memberships >>	1,178
Full Golf Annual Dues >>	\$12,600
Number of Holes >>	27 (18 Championship, 9-hole par three)
Average Annual Rounds of Golf >>	25,000
Golf Operation Annual Revenue >>	\$2,200,000
Golf Shop Annual Sales >>	\$1,800,000
Golf Operation Labor & Expense Budget >>	\$1,500,000 (Does not include Director of Golf)
Golf Operation Team Members >>	17
Caddie Program >>	35 (Managed by third party)
Golf Car Fleet >>	75
Annual Major Member Tournaments >>	14
Annual Major Outings	12
Bags in Storage >>	230

THE OPPORTUNITY

The club is searching for a Director of Golf to start early in the first quarter of 2025. This role is highly visible and requires an engaged ambassador who embodies the Piedmont Driving Club culture, ensuring exceptional service for members and guests in all golf operations. Given the role's prominence and the club's active environment, the ideal candidate must demonstrate strong organizational, time management, and communication skills. A proven history of success within a top-tier organization known for its quality is essential.

As a key member of the leadership team, the Director of Golf will be responsible for enhancing the member and guest experience by delivering the highest level of golf services and maintaining the golf operations facilities at the highest standards. Additionally, fostering a positive culture within the golf team is crucial, promoting professionalism, hospitality, and continuous improvement. Developing and managing a comprehensive golf program that includes tournaments, social play, and instructional opportunities tailored to all skill levels is also a key objective. Finally, driving financial sustainability within the golf department is essential, achieved through efficient budgeting, effective expense management, and generating revenue from programs.

Building effective relationships and gaining the respect of peers, members, and staff will be vital for success in this position.



DESIRED PERSONAL QUALITIES

- >> High integrity - an uncompromising belief in their moral and ethical values. Aligns with the club's culture, understands its history and values, and collaborates effectively with staff across all functions.
- >> Mature leader - a mentor who is capable of inspiring, motivating, and effectively developing a high performing team.
- >> Member-centric mindset - a deep dedication to improving the member experience.
- >> Engaging - a pleasant demeanor that is personable and approachable and that others find easy and enjoyable to be around.
- >> Adaptable and Innovative - proficient in blending traditional practices with innovative ideas and enhancements.
- >> Friendly and courteous - a kind demeanor that fosters a warm team environment.
- >> Gravitas - highly respected, self-assured, and confident in their abilities and decisions; embodies the "it" factor.
- >> Visionary - has a commitment to the future development of a world-class golfing program.
- >> Authentic - naturally connects with people and is seen as genuine in their approach to relationships.
- >> Inclusive - promotes an environment that is open to all demographics at the Club.
- >> Proactive - a forward-thinking mindset that anticipates needs and prioritizes both members and guests.
- >> Decisive - able to make informed decisions quickly and confidently.
- >> Objective - understands and upholds the culture of PDC and encourages input from others.
- >> Responsive - alert and aware, reacts quickly and positively to Members, guests and staff.

POSITION RESPONSIBILITIES

- >> Deliver an exceptional experience for Members and Guests, prioritizing excellence, consistency, and professionalism. Engage proactively with Members to ensure satisfaction and effectively respond to feedback.
- >> Lead, develop, and mentor a team of approximately 17 staff members, including 4 Assistant Golf Professionals and support staff.
- >> Oversee development programs within the golf operations team to help current professionals advance their careers at other clubs, with a focus on mentoring future Directors of Golf and Head Golf Professionals.
- >> Actively interact with Members to foster their appreciation for golf, including its values, history, and traditions.
- >> Plan and implement a dynamic event and tournament program catering to Men, Women, and Juniors.
- >> Manage a successful retail merchandise operation that is responsive to Member preferences and aligned with the Club's customs.
- >> Serve as a visible ambassador for the Club and golf operations by engaging with Members and Guests at the first tee and practice facility, and by scheduling play with Members of all skill levels.
- >> Collaborate with the golf staff to introduce new technologies and club fitting concepts that enhance the Member experience.
- >> Establish Key Performance Indicators to monitor and ensure the high performance of the golf staff.
- >> Maintain open communication and build trust with the General Manager/COO, Golf Course Superintendent, department heads, and key committee leaders.
- >> Foster a culture of accountability, authenticity, and responsiveness.
- >> Build and sustain a national professional network to enhance the Club's reputation and perception.
- >> Continue participation in industry affiliations while seeking opportunities for growth and professional development to maintain relevance in the golf industry.

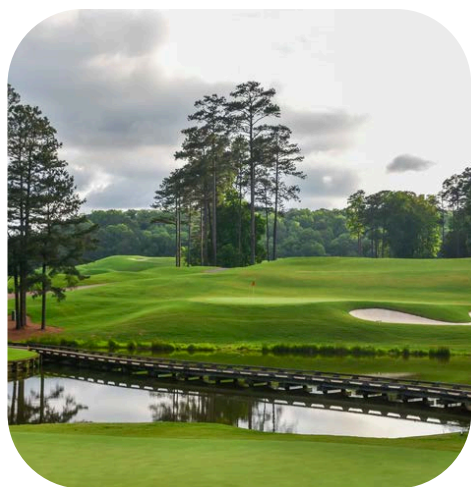
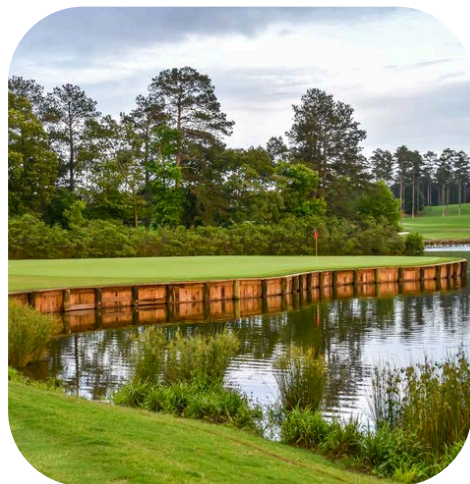
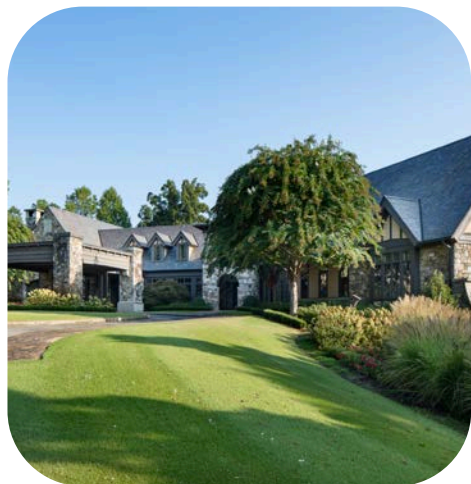
ESSENTIAL QUALIFICATIONS

- >> Director of Golf or Head Golf Professional experience at a renowned private club with similar activity levels preferred. Senior or Lead Assistant Golf Professionals may be considered.
- >> Demonstrated achievement in his or her career resulting in an accelerated promotional path, well beyond their professional contemporaries.
- >> Experience in a complex and active private club golf operation preferred.
- >> Verifiable track record of achievement in recruiting, developing training programs, and mentoring team members.
- >> Well versed in the use of technology in the golf operation to enhance the team and Member experience.
- >> Has a strong national network of industry peers at similar facilities.
- >> An innate passion for continuous professional development and education.
- >> Understands the culture and climate of the region, and has a desire to be established in the area.
- >> College bachelor's degree preferred.



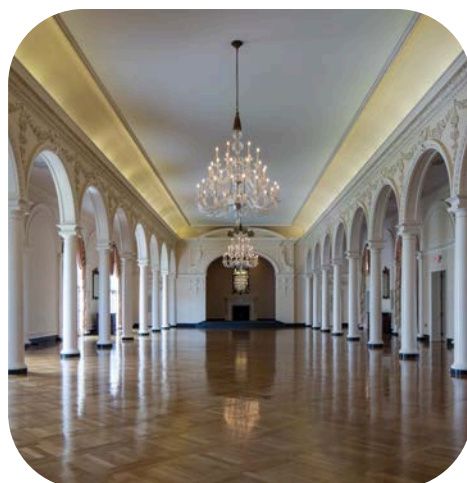
THE GOLF CLUB

The Piedmont Driving Club Golf Club is located 17 miles southwest of the City of Atlanta, approximately 4.5 miles west of Hartsfield-Jackson Atlanta International Airport and 2.5 miles west of I-285 on Camp Creek Parkway.



THE MAIN CLUBHOUSE

The Piedmont Driving Club Main Clubhouse is located in the heart of Midtown Atlanta at 1215 Piedmont Avenue NE, between Piedmont Park and the Atlanta Botanical Garden, approximately 20 miles from the Golf Club.



ABOUT THE GENERAL MANAGER/COO

Amber Read, originally from Calgary, Alberta, discovered her passion for private clubs during her university studies. She was captivated by the complexities of relationship dynamics and strategic problem-solving. With an MBA in Global Leadership from the University of Liverpool, Amber's career has taken her through some of the most esteemed clubs, including the University Club of Chicago and The Yale Club of New York City. She now leads the exceptional team at Piedmont Driving Club. Amber believes in enhancing club life through a balanced approach that honors tradition while embracing innovation.

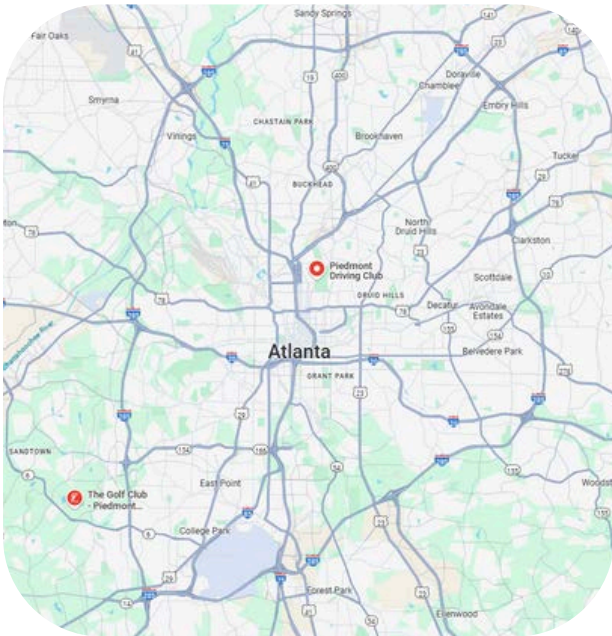
Throughout her career, Amber has developed expertise in managing complex projects involving club expansion, construction, and operational improvements. She ensures that each initiative aligns with member needs and enriches the club experience. Amber is also deeply committed to inclusive decision-making through her work with various committees, where she champions diversity, drives sustainable growth, and fosters strong member connections.

Amber's broad experience in club management and her respect for club heritage establish her as an industry leader. She remains passionate about collaborating with fellow professionals to keep clubs competitive, relevant, and adaptable in a continually evolving landscape.



ABOUT THE LOCTATION

Atlanta, known as the "Peach City," offers a vibrant blend of Southern charm and modern urban energy, making it an attractive destination for relocation. With its rich history, diverse culture, and burgeoning arts scene, Atlanta boasts a plethora of museums, theaters, and music venues. The city's strong economy, driven by industries such as technology, film, and logistics, provides ample job opportunities and a relatively low cost of living compared to other major U.S. cities. Additionally, its mild climate and beautiful parks encourage an outdoor lifestyle, while the welcoming community and numerous festivals foster a sense of belonging. For those seeking a dynamic city that balances opportunity with quality of life, Atlanta is an enticing choice.



WEBSITES & LINKS

- >> [Piedmont Driving Club](#)
- >> [Piedmont Driving Club Video](#)
- >> [Discover Atlanta](#)
- >> [Atlanta Chamber of Commerce](#)
- >> [City of Atlanta](#)
- >> [Golf Business Network](#)

GBN has been retained by Piedmont Driving Club.

CONFIDENTIAL INQUIRIES PLEASE CONTACT:

Patrick Seither

President & CEO

Golf Business Network

919.616.0297

pseither@golfbusinessnetwork.com

GBN SEARCH TEAM



Patrick Seither
President & CEO



Bob Ford
Partner



Dave Ransom
Partner



Dennis Satyshur
Partner