

MANNY B. ROTH, CCM

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“A GUARANTEED HOLE IN ONE...”

GENERAL MANAGEMENT

“A LEADER WHO INSPIRES, MOTIVATES, AND CREATES OPPORTUNITIES FOR PEOPLE AND ORGANIZATIONS TO REACH THEIR FULL POTENTIAL.”

- SUBSTANTIALLY MAXIMIZED REVENUES
- RESCUED FALTERING DEPARTMENTS
- HEIGHTENED MEMBERSHIP SATISFACTION

Highlights...

- Seasoned, multilingual General Manager with leadership experience at several of the nation’s most prestigious country clubs. Proven reputation for increasing revenue and exceeding members’ expectations.
- Empowering leader, coach, and mentor—challenge staff to surpass personal career objectives and have a positive impact on the club.
- Experienced manager—guide team members and utilize effective communication skills to develop valued employees, high potentials, and future leaders.
- Relationship-builder with strong communication, presentation, and management skills.

Experience and Accomplishments



COUNTRY CLUB OF LAKEWOOD | Lakewood, NJ | 2004–Present

Private, member-owned club, boasting many amenities. Two luxury clubhouses offer breathtaking views of 45-holes of championship golf, 27 designed by Jack Nicklaus, and 18 crafted by Pete Dye. Members lead active lifestyles at a fully equipped Cliff Drysdale Sports Center, that provides 14 tennis courts on three surfaces – clay, hard, and grass, plus an Olympic-size swimming pool, and state-of-the-art fitness center.

Membership: 1,750 • Annual Revenue: \$15 million

Club Manager

Leadership role, accountable for creating vision and direction for facility management. Oversee operations, including facility maintenance, project management, sports management, and food & beverage. Recruited for earned reputation of “making things happen”, and to orchestrate and restore services, products, and facilities to a premier benchmark.

Key Accomplishments

- Developed aggressive technology program and innovative cost management strategies, that streamlined business processes and upgraded quality of financial data.
- Earned praise by committees and Board for strong member satisfaction, as evidenced by applicable surveys.
- Transformed food & beverage department from an under-utilized entity to a successful, value-added service.
 - Reorganized under-performing facility to a quality service operation.
 - Maintained and cultivated an active Wine Club Program; monthly wine dinners and tastings added membership value and additional revenue.

Languages: Fluent in Spanish and Italian

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FREEHOLD RESORT AND COUNTRY CLUB | Freehold, NJ | 2000–2004

Private, member-owned country club offering an 18-hole course, driving range & putting green, a full-service golf shop, three dining rooms, two banquet rooms, a fitness center with locker rooms, two indoor/six outdoor tennis courts and a 25-meter swimming pool, complete with a pool side menu.

Membership: 850 • Annual Revenue: \$9 million

Club Manager

Recruited to reestablish profitability and restore membership confidence for one of the nation's most prestigious clubs. Served as liaison with several standing committees, to establish policy, determine best practices, review operations, and develop capital/operation. Created internal controls, systems, training programs, and operational standards.

Key Accomplishments

- Produced significant improvements in revenues and reduced overall expenses by \$550,000 within the second year. Spurred banquet sales from \$400,000 to \$750,000 during the same period, and boosted food & beverage revenue to exceed \$3.4 million.
- Renegotiated all vendor contracts and identified more than \$110,000 in tax reductions for non-profit entities, that resulted in significant, ongoing savings.
- Championed efforts to enhance internal communications through regular department, staff, and team meetings. Established a sense of organizational community—boosted morale and effectiveness. Reduced managerial turnover by 10% and produced significant reductions in turnover among the 150-member hourly staff.
- Identified membership expectations and concerns through ongoing focus groups—strengthened the ability to provide problem resolutions and propel club enhancements into action.
- Authored *Five Year Strategic Plan* to address future development—formally identified cost centers and ensured optimum facilities management in conjunction with the Strategic Planning Committee.

DUGAN GOLF RESORT | Topanemus, NJ | 1997–2000

A thriving, private-club with 54-holes of championship golf, dining, fabulous tennis, aquatic facilities state-of-the-art fitness center and Kid's Club. Membership: 2,850 • Annual Revenue: \$16 million

Food & Beverage Director

Accountable for food & beverage operations, special events, and clubhouse management. Collaborated with General Manager to develop and maintain capital/operating budgets. Orchestrated major golf (Adidas and Champion) tournaments with attendance surpassing 75,000.

Key Accomplishments

- Produced significant increase in food & beverage revenue—grew dining income from \$38,000 to \$53,000 monthly and banqueting revenue more than 50% annually.
- Optimized an inventory-heavy wine cellar—reduced list to 125 selections with high-demand to release operating capital.
- Upgraded dining facilities by adding fine dining menu in an existing, upscale, and casual environment.
- Consistently created and implemented special membership events ranging from new-member drives to seasonal parties and balls for existing patrons.

Education and Professional Development

Fairleigh Dickinson University, Teaneck, NJ – Bachelor of Science in Business Administration, Management Club Managers Association of America (CMAA) – Achieved Certified Club Manager (CCM) designation.

Certifications

Certified Club Manager, Club Managers Association of America • Certified Pool Manager, Ohio State University
 • Certified Sommelier, National Committee of French Wines • Certified Service Director, Club USA

Strategy Statement:

In the club management industry, the challenge is truly to make the resume unique. The CMAA refers all of their members in need of resume writing, and these resumes will often be distributed to the same headhunter, and many for the same open positions. Although the size and amenities of clubs vary, the responsibilities are quite similar and it would be very easy to have boiler-plate formats for the General Manager positions. I am constantly challenged to showcase the specifics. For this resume, I felt we could try something completely different. General Managers today, more than ever, need to show that they can “think outside the box” and find creative ways to market and bring in new members. This resume highlights his creativity and marketing skills.