

CANDIDATE PROFILE

Executive Director / General Manager

The Hermitage Club
Wilmington, Vermont

www.hermitageclub.com



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Organization

Founded in 2020, The Hermitage Club is the only exclusively private, member-owned, non-profit (501(c)(7)) ski club in the Northeast. Located at Haystack Mountain in Wilmington, Vermont, the Hermitage Club offers its 410-member families skiing and riding on 45 trails across 200 skiable acres. The mountain is serviced by four chairlifts and a magic carpet lift, including a six-person high-speed Doppelmayr chairlift complete with protective bubbles and heated seats. With a focus on exceptional snow quality, the mountain maintains snowmaking on 90% of the skiable terrain, with significant recent investments in major upgrades to infrastructure and systems.

The 90,000-square-foot base lodge is a hub of social and recreational activity, including a large chef's kitchen cafeteria, a full-service cafe, two bars, and ample space for dining and events. With amenities like a full-service spa, indoor saltwater lap pool, movie theatre, bowling alley, fitness center, arcade, licensed child care center, two retail stores, ski instruction, valet service, and a full ski equipment rental shop, the facilities and services are thoughtfully designed with a superior member experience in mind. A mid-mountain cabin offers an additional food and beverage destination, with a made-to-order lunch, a full bar, and spectacular views.

The Hermitage Club's core values are centered on family, community, excellence, and sustainability as an organization. Our loyal membership base of 410+ families travels an average of 3+ hours each weekend from across the Northeast to enjoy skiing and outdoor recreation. The Hermitage Club offers easy access from major metropolitan areas, with Boston just 2.5 hours away, New York a mere 4-hour drive and Hartford a short 2-hour journey.

Members build strong connections and a sense of community through a vibrant social calendar including weekly live entertainment and events throughout the winter, as well as large and small-scale

events on select dates in the summer and fall. Attendance and engagement across the membership is strong. As the Club continues to evolve, an important element of success will be continuing to infuse new ideas to sustain member engagement for both the current and future generations.

During the winter season, the Club operates Fridays through Sundays, in addition to extended operating timeframes over Christmas week, President's week, and spring break. The 2024-25 season includes 74 total operating days. Off-season, the Lodge is available to the members seven days a week for fitness, spa, salon, and swimming.

The Hermitage Club Details

- Gross Dollar Volume: \$11.5M
- Dues Volume: \$7.5M
- F&B Volume: \$1.7M
- Ski School: \$990,000
- Memberships: 410 (Founders and Platinum Categories)
- Average Member Age: 45
- Initiation Fee: \$100,000
- Dues: \$18,500
- Board Members: 9
- Committees: 16 (Executive, Real Estate, Legal, Finance, Audit, Mountain Operations, Ski School, Youth Activities, Technology, House Committee (5 subsets), Spa & Fitness, Retail, and Membership)
- Full-Time Staff: 33
- Seasonal Employees: 295 (Single-Shift Team)

The Executive Director/General Manager reports to the Board of nine Directors and one Director Emeritus, elected by the membership for 3-year terms. The Executive Director/GM's direct reports include the Chief Financial Officer, Director of Mountain Operations, Director of Hospitality, Director of Skier Services, Director of Human Resources and Director of IT.

Position Overview

The Hermitage Club is seeking an Executive Director/General Manager to lead the premier private ski club in the Northeast. This role offers an exciting opportunity to support the Club's ongoing growth and success while continuing to innovate for an extraordinary member experience. The position will play a key role in shaping the Club's future and enhancing its status as the premier destination for outdoor winter recreation and exceptional hospitality.

From best-in-class skiing to excellence in lift operations and food and beverage, attention to detail is a key to success. The ideal candidate is a highly effective communicator and drives member engagement with an eye toward continuous improvement of the quality, consistency, and efficiency of the operation.

The Executive Director/General Manager must be an exceptional leader with strong organizational skills to manage a large team in a dynamic environment. As The Hermitage Club strives to be an employer of choice in southern Vermont, the candidate must be particularly attuned to the professional development and retention of top talent. A successful candidate will maintain high standards for performance and accountability across the staff, will empower team

members with the tools and resources necessary for success, and will foster a culture built on positive collaboration and a dedication to the Club's Mission, Vision, and Core Values.

The Executive Director/General Manager works closely with the Board of Directors to develop an organizational strategy. Open and effective communication between the Executive Director/General Manager and the Board is central to success, along with collaborative decision-making, a shared vision, and common goals. The Board is committed to ensuring that the Executive Director/General Manager and their team have the resources and tools necessary to achieve success.

Responsibilities

Operations Management

- Empower the senior leadership team to achieve success through effective communication and delegation.
- Ensure that all departments adhere to rigorous safety protocols, quality standards, and regulatory requirements according to industry best practices.
- Effectively coordinate and integrate efforts across departments, understanding and managing interdependencies to create a seamless experience.
- Address operational issues with decisiveness and speed, effectively balancing immediate needs with long-term solutions and communicating effectively with appropriate stakeholders.

Financial Management

- Oversee the Chief Financial Officer and senior leadership team, and in partnership with the Finance Committee, develop and manage the Club's annual budget, monitor financial performance, and seek opportunities for efficiency, optimization, and cost saving.
- Lead financial forecasting and long-term capital planning for the future of the Club's infrastructure and campus.
- Work with the Board of Directors, and develop appropriate pricing strategies to ensure the organization maintains a balanced budget and sustainable long-term capital.

Staff Leadership & Development

- Foster a positive work culture with an emphasis on collaboration, high-performance standards, and professional development opportunities.
- Establish clear goals, provide actionable feedback and coaching to support professional growth, and inspire high-performing teams.
- Prioritize the needs of the team members, demonstrating a partnership in problem-solving and a shared sense of ownership in achieving success.
- Instill a culture of accountability, holding self and others responsible for performance, deliverables, operational excellence, and member satisfaction.
- Resolve disputes and competing interests with professionalism, empathy, and a focus on solutions that align with the Club's Vision and Core Values.
- Adapt leadership style to address the evolving needs of both members and staff, ensuring optimal results in a dynamic environment.

Member Experience & Service Excellence

- Ensure that all member services are delivered with the highest standards of quality, hospitality, and professionalism.
- Communicate effectively with members to address questions and resolve concerns promptly and professionally.
- Oversee annual member feedback programs to identify areas for growth and improvement.
- Lead initiatives to innovate the member experience to drive deeper engagement and a sense of value for members.

Strategic Planning & Growth

- In partnership with the Board of Directors, develop and implement long-term strategies for the growth and development of the Club, including infrastructure and facilities upgrades and enhanced service offerings.
- Articulate the Club's Mission and Vision to orient and inspire the leadership team and staff to align their efforts with strategic objectives.
- Identify opportunities to enhance the Club's competitive position in a growing market for private and semi-private ski experiences, to ensure that The Hermitage Club is the premier private mountain club in the Northeast.
- Remain educated and informed on private club and ski industry trends, competitor activities, and new technologies to keep the Club at the forefront of innovation.

Marketing, Communications & Brand Management

- Oversee effective communications across multiple audiences, including the membership, staff, and general public, ensuring the Club's branding and reputation are consistently upheld across all platforms and touchpoints.
- Identify opportunities to improve the Club's brand through compelling external marketing and PR in digital channels, print, and social media.
- Seek opportunities for strategic partnerships within the Deerfield Valley to enhance value for members and deepen the Club's positive engagement with the surrounding community.

Governance & Reporting

- Maintain regular communication with the Board of Directors, providing monthly updates on operational performance, financial status, member satisfaction, and key challenges and opportunities.
- Partner closely with the President of the Board and Executive Committee in addressing issues of strategic or operational importance in a timely manner.
- Maintain a growth mindset and adaptability as the cornerstones for aligning operational activities with strategic goals.

Compliance & Risk Management

- Understand and navigate state and local regulations, including VT Act 250, to ensure alignment with statutory requirements and environmental compliance.
- Develop strong, positive relationships with state and local agencies including the Town Select Board, Agency of Natural Resources, Efficiency Vermont, etc. to represent the Club's interests.
- Oversee risk management protocols and Standard Operating Procedures for all ski operations, and health and safety standards.

- Develop and execute emergency response plans for adverse weather conditions, accidents, or other unexpected events.

Attributes

- An outgoing and friendly personality with a high potential to identify with and embrace the Club's unique culture.
- A strong sense of service with proven staff development and training skills.
- The active promotion of the Club to all members and their families. The General Manager is expected to interact with members daily; actively soliciting members' opinions and input as to the Club's facilities and service.
- Collaboration – Regularly works with other departments or projects.
- Decision Making – Resolves common problems and challenges regularly with high judgment. Looks at problems from many angles.
- Achieving Goals – Determines the best method to achieve goals and maintains the flexibility to ensure effective delivery of work. Continuously delivers high-quality results and is resilient in the face of obstacles.
- Teamwork – Fosters a collaborative team spirit. Actively helps and supports others. Deals with conflict in a positive manner.
- An intelligent and articulate individual who can relate to people at all levels of an organization and possesses excellent written and oral communication skills. Must be able to communicate policies, procedures, regulations, reports, etc., to staff, members, and guests.
- Provides exceptional member service and uses prompt and responsive follow-through. Ask questions to identify members' needs and/or expectations. Ability to respond effectively to the most sensitive inquiries or complaints.
- Ability to envision the Club's future and continually come up with ways to improve the entire member experience.
- Possesses a good sense of humor and the ability to have fun.

Requirements

- Bachelor's Degree in Business Administration, Hospitality, Ski Area Management, or a related field (MBA or advanced degree preferred).
- 10-15 years of leadership experience in the hospitality, private club, or ski industry, with a minimum of 5 years experience in an executive or senior management role.
- Proven track record of managing multi-department operations and large-scale teams, in an environment with a high focus on exceptional customer experience and satisfaction.
- Knowledge of and experience with the needs and expectations specific to a private club environment.
- Solid understanding of ski resort operations, including lift operations, snowmaking, and safety requirements.
- Strong financial acumen and experience with budgeting and financial reporting.
- A career path marked with stability and professional achievement.
- The professional will be a lifelong learner continuing research and understanding industry trends. The individual shall be obsessed with high levels of detail and continual improvement in all facets of daily operation.

- Impeccable and verifiable references. All candidates will be subject to a thorough background check.

Competitive Compensation

- Competitive compensation/salary and an annual performance bonus
- Great Healthcare, Medical and Life Insurance
- Long-Term Disability
- Paid time off and work/life balance
- Professional dues, educational allowance expenses, and other expenses in accordance with the annual budget
- Relocation assistance (if from outside the area)

To be considered for this outstanding opportunity all cover letters and resumes should be received as quickly as possible but no later than February 28, 2025. All information received will be kept in the strictness of confidence.

Professionals who meet or exceed the established criteria are encouraged to send a compelling cover letter addressed to Noah Schwarz, Search Chair outlining their qualifications, experience, interests, and why the Hermitage Club and the Wilmington area of Vermont will be beneficial for you, your family, and your career along with their resume to:



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