

# MANNY B. ROTH, CCM

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44 SANDY COURT | MORGANVILLE, NJ 07751

“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; a proven reputation for increasing revenues and exceeding members' expectations.
- Empowering leader and mentor; challenge staff to surpass personal career objectives and have a positive impact on the club.
- Experienced coach that guides team members and utilize effective communication skills to develop valued employees, high potentials and future leaders.
- Agent who can create a positive work environment and invest in staff training development.
- 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, which provides 14 tennis courts on three surfaces – clay, hard, and grass, plus an Olympic size swimming pool and state-of-the-art fitness center.

Club membership: 1750 • Annual revenue: \$15 million

#### Club Manager

In this 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 and beverage department from an under-utilized entity to a successful value added service.
- Re-organized underperforming facility management and housekeeping 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, spacious men's & women's locker rooms, a fitness center with locker rooms, two indoor and six outdoor tennis courts and a twenty-five meter swimming pool complete with a pool side menu. *Membership: 850, Annual Revenue \$9 million*

### Club Manager

Employed with specific objectives to re-establish profitability and restore membership confidence for one of the nation's most prestigious clubs. Served as liaison with a dozen standing committees to establish policy, best practices, review operations and develop capital / operational budgets. Established internal controls, systems, training programs and operational standards.

### Key Accomplishments

- Produced significant improvements in revenues and reduced overall expenses by \$550,000 by the second year; spurred banquet sales from \$400,000 to \$750,000 during the same period and boosted Food and Beverage revenues to exceed \$3.4 million.
- Renegotiated all vendor contracts and identified over \$110,000 in tax reductions for non-profit entities which resulted in significant, ongoing savings.
- Championed efforts to enhance internal communications through regular department, staff, and team meetings. Established a sense of organizational community and boosted morale and effectiveness. Reduced managerial turnover to 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 and aquatic facilities, a state-of-the-art fitness center and Kids Club. *Membership: 2,850, Annual Revenue: \$16 million*

### Food and Beverage Director

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

### Key Accomplishments

- Produced significant increases in food and beverage revenues, grew dining income from \$38,000 to \$53,000 monthly and banqueting revenues by nearly 50%, from \$1.2 to \$1.7 million annually.
- Optimized an inventory-heavy wine cellar; reduced list to 125 selections with high demand to release operating capital.
- Upgraded dining facilities, added fine dining menu in an existing, upscale, casual environment.
- Consistently created and implemented special membership events ranging from new members drive to seasonal parties and balls for existing patrons.

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### *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

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### *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 / Manager, Club Corp USA  
 • Certified Food Service Manager, Health Department – Trenton, NJ