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GENERAL MANAGER PROFILE: CARY LEEDS CENTER FOR TENNIS & LEARNING BRONX, NY

GENERAL MANAGER AT CARY LEEDS CENTER FOR TENNIS & LEARNING

Cary Leeds Center for Tennis & Learning (CLCTL), the flagship facility for New York Junior Tennis & Learning (NYJTL) and a renowned nonprofit program in the Bronx, New York, seeks an energetic, experienced leader to serve as its next General Manager. The ideal candidate will have a passion for hospitality and a servant leadership style that fosters a positive culture focused on team development, service excellence, and financial acumen. Key traits include a positive attitude to promote a healthy workplace, motivational leadership to inspire the team, and strong interpersonal skills to build relationships with clients, community partners, and stakeholders. The ability to think quickly and solve problems, shape a positive organizational culture, and engage with a diverse community is essential, along with proven financial expertise in managing budgets and identifying new revenue streams. The General Manager will be highly visible, ensuring hands-on leadership and strong engagement with both clients and staff.

[Click here to view a brief video about this opportunity.](#)

NEW YORK JUNIOR TENNIS & LEARNING

The New York Junior Tennis & Learning (NYJTL) program operates with the mission to foster the development of young people by building their character through tennis and education, preparing them for lifelong success both on and off the court. With over 50 years of history, NYJTL has become the largest nonprofit in the United States to focus on tennis and educational programming for youth, reaching more than 90,000 students from K-12 across New York City.

The Cary Leeds Center, a beacon for the South Bronx and the broader NYC community, plays a central role in this mission. Opened in 2015, it features state-of-the-art tennis facilities, including 12 courts and a 12,000-square-foot clubhouse, where tennis training and life skills workshops are conducted. The center is dedicated to inclusivity and offers free tennis programs to participants of all ages and skill levels.

NYJTL emphasizes values like teamwork, diversity, and healthy living. Its programs are free to access, and students from all five boroughs are welcome. The Cary Leeds Center also hosts various high-profile tennis events, further supporting the organization's commitment to developing scholar-athletes and preparing them for collegiate success and beyond.

NEW YORK JUNIOR TENNIS & LEARNING BY THE NUMBERS

- Annual Total Gross Revenue: \$3MM
- Annual Gross Lesson & Programming Revenue: \$2.5MM
- FTE 8 PTE 10 at Cary Leeds Center for Tennis & Learning
- Active Number of Adult Tennis Players: 1,676
- Active Number of Junior Tennis Players: 905
- POS and Accounting Systems: Club Automation & Abila MIPS
- NYJTL is a non-profit, 501 ©3

NEW YORK JUNIOR TENNIS & LEARNING WEB SITE: www.nyjtl.org

GENERAL MANAGER - POSITION OVERVIEW

The Chief Executive Officer/President desires a General Manager who functions in a COO-like fashion of the operation, working very closely with the Chief Executive Officer & Chief Financial Officer on KPIs that will lead to success. The General Manager is looked upon as the “face” of Cary Leeds Center for Tennis & Learning and, in “partnership” with key team members, is a primary “visionary” to ensure that Cary Leeds Center for Tennis & Learning consistently executes at an exceptionally high level of personalized service and engages the surrounding community. The General Manager will continue to look to enhance and elevate the overall client and staff experience.

Keys to his/her success will be exceptional leadership skills - capable of setting a clear vision for the Center, inspiring and motivating staff and players, and fostering a positive and inclusive environment for everyone. The General Manager will need to have strong business acumen - possess skills in budgeting, marketing, revenue generation, operations, and facility management to ensure the Center's success and sustainability.

Additional critical traits of the new General Manager are networking and relationship-building skills. The General Manager must be effective at building connections with partner organizations and the wider community and should have a keen eye for spotting potential partnerships that will open bigger opportunities for the Center mission driven work.

Lastly, adaptability and change management skills; the Center and the tennis landscape are constantly evolving. The General Manager will be someone capable of taking the Center through ups and downs, staying updated with the latest developments, embracing innovation, and adapting strategies accordingly.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER

- Understand, embrace, and execute the organization’s vision and strategy. Work in clear “partnership” with the Chief Executive Officer, keeping them actively abreast of results through transparency.
- Need to engage community members and stakeholders (e.g., local elected officials, school partners, public housing staff, CBOs, community boards, and NYPD and FDNY).
- Bring all the Center’s departments together with a clear focus on the “Cary Leeds Center for Tennis & Learning Team” and the Center’s goals and mission. Get to know the Management Team, evaluate their abilities and aspirations, and ensure they and their respective teams have clear expectations and accountabilities.
- Meet and sincerely interact with and engage as many players and their families as possible – be present! Build trust whenever and wherever possible.
- Establish clear expectations for service and initiate processes for hiring and training staff to attain desired service levels.
- Develop a report to provide the Chief Executive Officer with a thoughtful “State of the Center” analysis following an agreed-upon timeframe of overview and insight. This document will be part of the ‘roadmap’ to success, staff, plan, budget, and other tactics and strategies for short and longer-term goals and should clearly spell out recommendations and opportunities to ensure “first class” delivery of a highly consistent client experience in all areas.
- Liaise and coordinate with the Marketing department of NYJTL to communicate a clear vision for Cary Leeds Center for Tennis & Learning’s tennis programs for all players, including youth and adults.

KEY POSITION RESPONSIBILITIES

Strategic Planning

- Develop and execute a comprehensive strategic plan for the tennis center, encompassing vision, goals, and objectives.
- Monitor market trends, evaluate the competition, and adjust strategies as needed to stay ahead.

Operational Management

- Oversee day-to-day operations, ensuring seamless registration processes, scheduling, and facility management.
- Implement efficient operational systems and processes to enhance productivity and player satisfaction.
- Continuously evaluate and improve operational procedures for enhanced efficiency and effectiveness.

Leadership and Team Management

- Provide strong leadership, effectively communicating the vision and goals of the center to staff, coaches, and players.
- Build and lead a high-performing team, recruiting and retaining talented coaches and staff.
- Foster a positive and inclusive work environment, promoting professional development and motivation.

Revenue Generation and Financial Management

- Ensure the financial sustainability of the tennis center through effective budgeting and cost management.
- Identify and explore additional revenue sources, such as sponsorships, partnerships, and events.
- Monitor financial performance, analyze key metrics, and make data-driven decisions to drive growth and profitability.
- Collaborate with the Marketing department to develop and implement a comprehensive marketing strategy to increase awareness and attract a diverse range of players.

Community Engagement

- Actively engage with local schools, police department, community boards, and other community-based groups and individuals to promote tennis and recruit new players.
- Build and maintain strong relationships with the tennis community, local clubs, associations, and organizations.

CANDIDATE QUALIFICATIONS

- Be a visible, positive, energized leader who understands the dynamics of a community, mission-oriented club.
- Superior communication skills, exuding energy, and creativity.
- Proven track record in leadership and management, preferably in the sports or recreational industry.
- Proven track record in sales and revenue generation.
- Possessive of a strong record of selecting and developing talent in club senior leadership roles, and helping those departmental leaders continuously develop themselves and their respective staffs in a desire to create a culture of continuous evolution to excellence in execution and delivery.
- Skilled in creating and implementing strategic plans; anticipating how the Center continues to evolve is important as is being at the forefront of trends in clubs.
- Possess a deep knowledge of active club operations, including a strong financial acumen and the ability to use data to help make decisions.
- An experienced hospitality professional who is “team member-centric” and can create an environment where the staff looks forward to coming to work every day.
- A confident, diplomatic, and competent professional who is a *doer* and take-charge person and who recognizes the importance of accountability. A problem solver who commands respect through professional interactions and integrity.
- A track record of results in governance/leadership partnership with ownership and boards.
- Naturally outgoing, conversant, respectful, and diplomatic, but able to say “no” when appropriate without alienating clientele or staff while doing so.
- Effective financial management skills through oversight of annual operating budgets.
- Uses plans and metrics to set goals, measure and report on performance, and make corrections as needed.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor’s degree with a focus on hospitality management or sports management is preferred.

- Substantial private club or hospitality experience will be considered in lieu of the degree.
- Industry certifications such as CCM are encouraged but not required.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers an excellent benefits and 403(b) retirement plan,. *Total Salary Range: \$140,000 - \$150,000.*

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter in that order using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to the **Cary Leeds Center for Tennis & Learning and New York Junior Tennis & Learning search committee/Mr. Udai Tambar, President/CEO**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why NYJTL/CLCTL and the **New York City** area will benefit you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than Wednesday, December 4th. Candidate selections will occur a short time after, with the first Interviews expected in early January, with the second interviews the following week. The new candidate should assume his/her role in mid-February, 2025.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - Cary Leeds Center for Tennis & Learning”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Katy Eliades katy@kkandw.com

Lead Search Executive:

Len Simard

Search Executive

407-463-8923

len@kkandw.com