

Job Title: Regional General Manager

Objectives:

- Overall P&L responsibility for a geographical region of labs including revenue and cost control in the areas of membership sales, meeting and event sales & delivery, marketing and community outreach.
- This role is responsible for driving labs to exceed budgeted performance and deliver profitability.
- Delivering upon our customer service promises and hospitality approach through the development and management of the lab teams that go above and beyond for our members.
- The running of a high performing lab operations delivering upon revenue, cost and profit goals alongside a very memorable experience for our members each day.

Key Accountabilities:

Financial Performance

- Responsible for achieving financial targets and monthly quotas related to membership, event sales, additional services and meeting room bookings for all labs in the region.
- Financial performance shall be evaluated based on revenue and cost performance to budget and profitability of the lab through successful P&L management.
- Facilitate quarterly business reviews to account for financial performance and agree upon actions required to improve performance.
- Review controllable lab level costs and ensuring performance to budget alongside periodic review of pricing and service level with local vendors to ensure the very best margin performance.
- Reducing risk of bad debt through oversight of the regionals accounts receivable management and performance.

Sales & Marketing

- Ownership of the demand levels for your region through the delivery of agreed marketing activities, self-generated sales activity and management of lab level marketing spend.
- Be able to diagnose lab challenges and opportunities to develop, execute and manage a lab level plan to utilize all resources in an effective manner to drive meaningful business results and/or change.
- Ensure all incoming leads are being properly managed to the company's sales process standards.
- Lead and build regional relationships with online brokerage companies, local Residential/Commercial Real Estate Brokers and other referral sources.
- Work with your teams to drive local outreach and local partnership activation through networking and establishing and building your own pipeline of leads.
- Oversight of the sales pipeline including enforcing CRM compliance for all team members.
- Inspection of the lab level sales process and accompaniment of your team on member tours.
- Reviewing and defining lab level pricing and use and management of promotions.
- Hands on involvement in closing high profile or key membership and event sales as required.
- Maximizing renewal potential to retain every member at right price and the right margin.
- Maximize revenue from services by up and cross selling services to new and existing members.
- Work with corporate resources to carry out successful rollouts of initiatives with an appropriate level of feedback, management and to ensure adoption across the geographic market.
- Remain in close contact with the changing nature of the competitive nature of the markets within the geography and evaluate the impact on lab level performance or necessary change to the planned course of direction.
- Providing a thought leadership and company representative voice within the local media.

Member Experience and Lab Operations

- Responsible for the overall member experience at each lab in the geography. Driving positive NPS scores at each lab and handling customer feedback.
- Resolve escalated member issues quickly, efficiently and within policy guidelines.
- Carry out lab level audits of member experience, brand standards and other aspects of lab operations.
- Ensure that monthly invoicing/billing is accurate, and labs are following all necessary billing practices.
- Promoting the delivery of an engaging community experience within each lab through partnered and other planned events that add value to the day to day member experience.
- Oversee and ensure that all operational systems are in working order and escalate outages/problems to the appropriate corporate contact and/or vendor and are resolved in a fair and reasonable timeframe.
- Representing the Brand appropriately as defined by the SL Brand Standards.
- Work with corporate resources to carry out successful rollouts of initiatives with an appropriate level of feedback, management and to ensure adoption across the geographic market.
- Provide a point of escalation for any service level delivery issues within the geographic market.

Team

- Responsible for the recruiting, induction, ongoing management and development of lab team members including support and ongoing training.
- Conduct regular team meetings to set prioritize, communicate lab performance, upcoming deadlines.
- Carry out frequent in market visits to provide a visible level of leadership.
- Provide an escalation point for the team and members at the lab should they have issues or questions.
- Leading sales and/or operational training for your team members.
- Creating a positive, motivated and enjoyable working environment that breeds and celebrates success.
- Actively pursuing personal growth and developing team members

Market Growth

- Contribute to the assessment of new lab locations as required or necessary.
- Ownership of the pre-opening plans for any new lab locations including the creation of new market demand, a robust pipeline and new team.
- Working alongside the design and construction team to ensure the timely delivery of a member ready lab minimizing all delays.
- Creation of new lab pricing to suit market conditions and deliver budgeted revenue performance.
- Following the new lab success process to ensure that all milestones and tasks are being delivered upon by support functions and those within your own span of control.
- Personal oversight of all new labs through their ramp up period to ensure they remain on track and have a clear plan to deliver against the investment case assumptions.
- Develop an effective working relationship with managed partners ensuring they are confident and clear in the management of their labs.

Essential Knowledge, Skills, and Abilities:

- 1) Minimum 5+ years of experience in a position relating to sales and marketing and/or business management.
- 2) Proven P&L management experience.
- 3) An entrepreneurial spirit/ability and keenness to run/own a business.
- 4) Minimum of 5 years of experience in leadership/management of a team.
- 5) The ability to lead and delegate whilst retaining accountability.
- 6) Proven sales skills and the ability to close deals and meet sales targets.

- 7) Demonstrated ability to manage a sales team capable of building a book of business/pipeline through outreach and community/business engagement and the self-generation of leads.
- 8) The ability to carry out numerical analysis and use findings to drive sound business decisions.
- 9) Exceptional communication skills allowing you to manage a team and give clear direction alongside conveying value and a strong level of engagement to prospects and members.
- 10) Excellent organizational skills including the ability to multitask.
- 11) Ability to work under pressure and demonstrate flexibility.
- 12) The ability to use a standard CRM system on a daily basis– Salesforce.com preferred.
- 13) Good IT knowledge including use of MS outlook, excel, word and PowerPoint.

Requirements:

- P&L management and business unit ownership
- Strong sales leadership capabilities
- A proven manager and leader of teams.
- Experience in working in the Hospitality/Services business.
- Property management experience.
- Knowledge of business software and other business equipment.
- Business center/Executive Suite experience or hotel experience.
- Ability to travel within the Continental US for up to 40% of the time.