



OUR VISION
EVERY ADVENTURE BEGINS AND ENDS AT THE HUB.

EXECUTIVE RECRUITMENT PROFILE

General Manager





OUR STORY

The Hub & Pisgah Tavern, nestled at the gateway to the Pisgah National Forest, is not just a premier outdoor retailer but the heartbeat of a vibrant community of outdoor enthusiasts. As a cornerstone of Brevard, North Carolina—a town celebrated as the “Land of Waterfalls” with over 250 waterfalls and unparalleled access to outdoor adventures—The Hub offers a unique blend of outdoor retail, beverage services, bike rental, service & sales, food trucks and community-focused events.

With an exciting future ahead The Hub is looking for a visionary General Manager to lead its next phase of growth. This is more than a managerial role; it’s an opportunity to shape the future.

This position offers the chance to be at the forefront of expanding The Hub’s influence and services, including the development of new lodging facilities, expanding food and beverage, and enhancing guest experiences through curated adventures and hospitality. You'll have the backing of a supportive ownership team and all the resources to bring innovative ideas to life.

The Opportunity

“The General Manager will be entrusted with a dynamic role that blends operational leadership with strategic vision.”

This individual will be fully supported to

Drive the strategic direction of The Hub & Pisgah Tavern leveraging emerging opportunities in the bicycle retailer, hospitality & entertainment, outdoor recreation and future growth into onsite lodging.

Cultivate a motivated and skilled team, ensuring high employee engagement and retention levels.

Elevate the customer journey, ensuring top-tier service and satisfaction across all touchpoints, from retail to guided experiences.

Spearhead new business ventures, including lodging expansion, event hosting, and guided tours, while capitalizing on the growing popularity of Brevard as a tourist destination.

Foster strong relationships within the local community, enhancing The Hub's role as a central gathering place and resource for outdoor enthusiasts.

OUR WHY



CORE VALUES

Credible,
Authentic and
Relevant
Expertise.



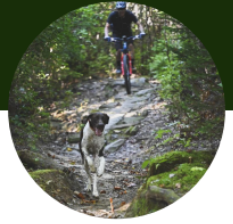
PURPOSE

Give back to the
outdoors with a
focus on service
and innovation.



MISSION

We create meaningful
relationships to curate
incredible outdoor
experiences.



VISION

Every adventure
begins and ends at
**The Hub & Pisgah
Tavern.**

The ideal leadership profile

The Hub is seeking a leader with a growth mindset, a passion for outdoor recreation, and a track record of successfully managing and scaling businesses. The ideal candidate will have:

A strong background in hospitality, retail, or outdoor industries.

Proven experience in team leadership, with an emphasis on employee morale and development.

A visionary approach to business growth, with the ability to see beyond the day-to-day and capitalize on long-term opportunities.

Excellent communication skills, with a talent for community engagement and customer satisfaction.

Location

Beautiful Brevard, North Carolina

Key Interfaces

Reports to and is supported by Tripp Presnell – Operating Partner

Team size 3 managers and 25 employees



Key Responsibilities

Leadership and Team Development: Foster a dynamic and motivated team by providing guidance, mentorship, and inspiration. Cultivate a workplace with nearly 30 employees who are passionate about their roles and committed to collective success.

Culture Enhancement: Build upon an exceptional organizational culture that keeps employees engaged and morale high. Drive initiatives that reinforce core values and ensure a positive and productive work environment.

Visionary Growth: Develop and implement strategic plans to expand the organization's presence and impact. Integrate the company deeper into the community and utilize available resources to drive sustainable growth and innovation.

Community Integration: Execute strategies to strengthen community ties and leverage local resources. Focus on increasing visibility and engagement with the organization's initiatives and offerings.

Strategic Planning: Oversee the development and management of key initiatives to achieve business objectives.

Stakeholder Engagement: Build and nurture strong relationships with partners, and community members. Ensure that the organization's mission and value proposition are effectively communicated and embraced.

Performance Optimization: Set high standards for team performance and accountability. Implement metrics and processes to track progress and drive results, ensuring alignment with overall business goals.

What's in it for you?

This role is an opportunity to make a significant impact on a well-established business with deep community roots. With the support of committed ownership and a strong leadership team, you'll have the autonomy to bring your vision to life in a setting that's both beautiful and ripe with potential. If you're passionate about outdoor adventures, people leadership, and community engagement, this is the perfect role for you.

You will have full front and back office support including and not limited to expert level marketing, accounting, legal, IT, leadership coaching, capital resources and a team that will do everything possible to help you succeed.



As the heartbeat of the area, (both logistically and endearingly) folks can always find friendly faces, educated support, and solace at **The Hub.**

Why Brevard, NC?

Brevard is a hidden gem, just an hour away from Asheville, offering residents a blend of small-town charm and outdoor adventure. Named one of the “50 Best Places to Live in the U.S.” by Money magazine, Brevard is home to the stunning Pisgah National Forest and offers a variety of recreational activities such as mountain biking, hiking, and rock climbing. The town’s walkable downtown is filled with unique shops, restaurants, and vibrant community events. Living in Brevard means immersing yourself in a community that values nature, adventure, and a slower pace of life.

Mountain biking is a significant draw to the area, attracting riders from around the globe. With over 300 miles of singletrack within a 20 to 30-mile radius of Brevard, the area has rightfully earned its reputation as a mecca for mountain biking. Enthusiasts are drawn back time and again, finding new trails to conquer and favorites to revisit. The two main trail systems—Pisgah National Forest and DuPont State Recreational Forest—offer distinct experiences, ensuring that even the most seasoned riders have something new to explore.



DO SOMETHING YOU LOVE FOR A LIVING

Trust us, it feels good.



Highline Outdoor Group is the purpose-driven executive search firm for forward-thinking outdoor industry and sporting goods companies and brands.

Highline Outdoor Group stands out in the executive search field, for outdoor sporting goods and active lifestyle, by offering a personalized approach that differs significantly from the impersonal methods of larger firms.

Central to our unique service is Tony O'Neill, our President and Founder, who personally oversees all critical interactions with clients and candidates, ensuring unmatched value and service quality. Tony's direct involvement guarantees a seamless, efficient search process without any miscommunication or loss of detail.

This approach not only builds stronger trust and connections with clients and candidates but also enables precise matches that meet the strategic and career goals of both parties. Tony's deep industry expertise and connections enhance our service, providing clients and candidates with invaluable insights and a strategic edge.

Submit your resume and a compelling cover letter detailing your vision to:

careers@highlineoutdoor.com



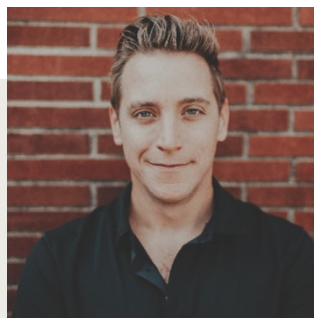
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