

BRIAN BAKER

Director of Outdoor Pursuits

706-347-0560 • bbakers2@gmail.com • linkedin.com/in/1brianbaker • www.thebrianbaker.com

PROFESSIONAL SUMMARY

Accomplished outdoor recreation and marina operations leader with 20+ years of progressive experience building premier guest experiences in private resort communities. Currently directing a full outdoor portfolio at Reynolds Lake Oconee — five marinas, The Sporting Grounds, aerial challenge courses, and a falconry program — overseeing \$40M+ in assets and 60+ team members. Proven track record in P&L management, capital project execution, team leadership, and growing NOI. Brings a hands-on leadership style with a genuine passion for connecting people to the outdoors.

CAREER HIGHLIGHTS

- 20+ years of progressive leadership in marina and outdoor recreation operations
- \$40M+ in total assets currently under management
- 60+ team members led across multi-site operations
- 15% NOI increase achieved in first year as Director of Marina Operations
- 15% slip occupancy growth and 50% increase in word-of-mouth referrals at Vinings Marine Group
- Managed \$1M+ in annual capital projects at Reynolds Lake Oconee

PROFESSIONAL EXPERIENCE

Director of Outdoor Pursuits | Reynolds Lake Oconee | 2023 – Present

Expanded leadership role encompassing a full outdoor recreation portfolio at one of Georgia's premier private lake communities, combining marina excellence with a growing land-based recreation program.

- Lead 60+ team members across five marinas (50 staff) and The Sporting Grounds (10 staff)
- Oversee \$40M+ in resort assets across five premier marina facilities
- Expanded recreation offerings to include falconry, aerial challenge course, sporting clays, archery, off-road, and fishing programs
- Drive operational consistency, guest experience standards, and financial performance across all programs

Director of Marina Operations | Reynolds Lake Oconee | 2016 – 2023

Grew marina operations to five premier facilities serving one of the Southeast's most prestigious private lake communities.

- Achieved 15% increase in NOI within the first year of appointment
- Led and developed a 50-person marina team across multiple locations
- Managed \$1M+ in annual capital projects, ensuring quality execution and on-budget delivery
- Built vendor and community partnerships that strengthened operational reputation

Mid-Atlantic Regional Manager | Suntex Marinas | 2014 – 2016

Served as the operational link between regional marina properties and executive leadership across the Mid-Atlantic portfolio.

- Oversaw P&L performance, safety compliance, and marketing initiatives across multiple properties
- Coordinated with property-level managers to drive consistency and identify improvement opportunities
- Supported executive reporting and strategic planning for regional operations

Regional Manager | **Vinings Marine Group** | *2006 – 2014*

Managed a multi-site marina portfolio with full P&L responsibility and a focus on occupancy growth and service quality.

- Managed \$20M+ in marina assets across regional portfolio
- Grew slip occupancy by 15% through targeted marketing and enhanced customer service
- Drove a 50% increase in word-of-mouth referrals through reputation-building initiatives

CORE COMPETENCIES

Multi-Site Operations Management • P&L & Budget Oversight • Capital Project Execution • Team Leadership & Development • Outdoor Recreation Programming • Marina Operations • Vendor & Partner Relations • Process Improvement • Guest Experience Strategy • Safety & Compliance

EDUCATION

Hotel & Restaurant Management | **Missouri State University**

Springfield, Missouri — Coursework completed; degree not conferred

ABOUT

Brian's path into outdoor recreation was not planned — it was a natural fit that revealed itself over time. He brings a genuine love for the outdoors and an equally genuine passion for the people who experience it. That authenticity is reflected in how he leads: with empathy, accountability, and a consistent investment in the teams and programs around him. Recognized as an ENFJ-A leader, Brian leads by connecting with people first and building operations that reflect that same care.