

GEORGE E. ROHMAN

PROFESSIONAL BIO

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🌐 <https://www.georgerohman.com>



With over 25 years of leadership experience in the hospitality, recreation, and entertainment industries, George Rohman currently serves as Resort General Manager with Equity LifeStyle Properties (NYSE: ELS), the leading operator of Manufactured Home Communities, RV Resorts, and Campgrounds across North America. In this role, George oversees the daily operations of two full scale campground resorts located in Cape May County, NJ—together offering over 650 campsites and a range of resort amenities.

George's journey in hospitality began at age 16 as a Lifeguard at Splish Splash Water Park in Long Island, NY. He quickly advanced into management positions at Splash Down Water Park (Manassas, VA) and Raging Waters Water Park (Salt Lake City, UT), demonstrating a strong aptitude for team leadership and guest experience.

After earning his degree in Business Administration with a psychology concentration from the University of Mary Washington—where he was also a four-year NCAA Division III tennis player—George built a dynamic career marked by continuous growth and impact.

Notably, George spent nearly 25 years at Morey's Piers & Resorts in Wildwood, NJ, where he served as Sr. Operations Manager for two beachfront water parks. There, he managed day-to-day operations, led a team of over 275 seasonal staff, and welcomed more than 300,000 guests annually. His experience also includes serving as a contract manager with Jeff Ellis Management in Dallas, TX, managing high-profile aquatic venues such as JadeWaters at Hilton Anatole and Paradise Springs at the Gaylord Texan (Marriott).

Widely regarded as a subject matter expert in aquatic safety, training, and risk management, George is a Senior Associate with Jeff Ellis & Associates and has served over 20 years as National Faculty for their International Aquatic Safety School. He's an active member of both the World Waterpark Association (WWA) and the International Association of Amusement Parks and Attractions (IAAPA), where he previously served on the Water Park Constituency Committee. His industry contributions include numerous speaking engagements and published articles in national trade publications.

George holds certifications as a Certified Pool Operator (CPO), Aquatic Facility Operator (AFO), and received the prestigious IAAPA Certified Attractions Executive (ICAE) designation in 2015. In 2021, he was honored with the Ellis & Associates Legacy Award for his longstanding service and commitment to aquatic safety.

Outside of his professional life, George enjoys SCUBA diving, tennis, skiing, and travel. A passionate Philadelphia sports fan and aviation enthusiast, he hopes to one day earn his private pilot license.

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CONTACT ME

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EDUCATION

UNIVERSITY OF MARY WASHINGTON
Fredericksburg, VA

Bachelor of Science - 1997

Business Administration

(Concentration in Psychology)

- Member of Men's Tennis Team
NCAA Division III, 1993-1996

PROFESSIONAL ORGANIZATIONS

- Jeff Ellis & Associates, Sr. Associate,
National Faculty Member
- World Waterpark Association
- International Association of
Amusement Parks and Attractions
- IAAPA Certified Attractions
Executive (ICAE)
- Elected member of IAAPA
Waterpark Committee
- New Jersey Amusement Association
(NJAA)
- Texas Public Pool Conference
- National Swimming Pool Foundation
- Certified Pool Operator
- National Recreation & Park
Association Aquatic Facility
Operator

Operations & Training Specialist: Driven and dedicated leader experienced in the operations and oversight of large recreational facilities with a passion for leadership, training, and development of staff members.

PROFESSIONAL EXPERIENCE

Equity LifeStyle Properties (NYSE: ELS)

Resort General Manager, Cape May, NJ (4/2023 - Present)

Responsibilities include the overall general management of two full service campground resorts located in southern Cape May County, NJ with over 650 campsites featuring full hook-ups and pull-through sites.

Duties include hiring, training & development of FT & seasonal staff, customer service, marketing activities, day to day operations, maintenance, CAPEX planning & project management, facility budgeting and P&L accountability.

Resort Property Manager - (10/2022 - 4/2023)

Specific responsibilities include the property management of a full scale resort campground (Acorn Campground) located in southern Cape May County, NJ with over 300 campsites featuring full hook-ups and pull-through sites and related resort amenities.

Jeff Ellis Management (JEM)

Contract Management Consultant, Dallas, Texas (5/21-10/21)

Contract manager based out of Dallas, Texas with Jeff Ellis Management (JEM), a professional consulting firm that provides comprehensive aquatic facility and risk management services for the recreational aquatic industry. Member of the JEM water park leadership team responsible for the general facility management of Dallas area JEM clients including Jade Waters at the Hilton Anatole and Paradise Springs at the Gaylord Texan (Marriott).

Morey's Piers & Resorts

Sr. Operations Manager, Wildwood, New Jersey (1997-2021)

Member of senior management team responsible for the operation, consisting of four amusement piers and two beachfront water parks.

Responsible for the general management of "Ocean Oasis Water Park + Beach Club" property including daily waterpark operations, recruiting, hiring, staffing, admissions / guest services, park services, safety / risk management, facility maintenance, finance, budgeting, Capex project management, family activity programming, and spa / concierge services.

Additional Related Experience:

- Operations Manager, Raging Waters Waterpark, Salt Lake City, Utah (1997)
- Aquatic Manager, Splash Down Waterpark, Manassas, Virginia (1996 - 1997)
- Aquatic Supervisor, Splish Splash Waterpark, Riverhead, New York (1991-1996)