

THE PROFESSIONAL LANDSCAPE + LAWN CARE FILES

A DAY IN THE LIFE



COMMERCIAL LANDSCAPE GENERAL MANAGER

Name: Matthew Ridgway

Current Role: General Manager

Years In Professional Landscape Industry: 13

What Is My Day Like?

My day as a General Manager in the landscape industry starts early, usually around 5:45 AM. The first part of the morning is spent meeting with our account managers and field managers to review the previous day and make sure our teams are prepared for the day ahead. By 6:40, crews are dispatched to their job sites, and at 7:00 I sit down with account managers to go over their daily plans, what support they need, where we stand compared to yesterday, and any new challenges. After that, I review billing, financials, while also working on new bids and proposals for maintenance opportunities. No two days are the same, and I often adapt on the fly, whether it's meeting with customers, reviewing upcoming contracts, or coordinating subcontractors depending on the season. I also try to spend time in the field checking quality, coaching managers, and mentoring crews to ensure everyone has the tools to succeed. What makes this role rewarding is the balance of strategy and people, it's about driving growth and efficiency while also developing relationships and building a strong team culture. At the end of the day, my job is to keep operations moving forward, solve problems, and lead by example so our team and clients both feel supported, while striving to be the best.



Matthew's Career Path



Quick Fun Facts

Favorite Plant: Vintage Jade Distylium

Favorite Landscaping Tool or Equipment: Spade

First Industry Job: Maintenance Crew Member

Education/Background: Education & History

Fun Fact: I'm a huge Tennessee Vols fan. My 3 year old can sing "Rocky Top" line for line. Being a dad is my favorite thing!

What do I love most about the professional landscape industry?

What I love most about the professional landscape industry is the spirit of healthy competition and the opportunity to see the results of hard work showcased among peers. It's rewarding to create something tangible and impactful and then have that work recognized within the industry as a reflection of both skill and dedication.



My advice for future landscape and lawn care professionals:

No matter what role you hold in this industry, remember that every day brings something new. Approach each day as an adventure and a challenge and stay open to learning at every opportunity. The willingness to grow, adapt, and gain new knowledge will not only strengthen your skills but also help you build a long and fulfilling career in the landscape and lawn care profession.

