Company Qualifications

Hospitality interior design and FF&E procurement



Fairfield Inn & Suites + TownePlace Suites, Dallas Downtown

Hospitality design and procurement under one roof

JSM Procurement & Design works with hotel owners and developers on new construction, renovations, conversions, and brand programs. We design and document interiors, source custom pieces, and coordinate purchasing and delivery for furniture, fixtures, and equipment.

From soft renovations to historic preservation, we tailor our design and procurement services to each property, helping owners update how it works while preserving what makes it distinct.

Bring JSM in early. We'll help you make the design and purchasing decisions that shape the guest experience and protect your budget. **Let's create what's next.**

ESTABLISHED IN 2020 / NATIONAL PROJECT REACH / NCIDQ CERTIFIED DESIGN LEADERSHIP

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01 / PEOPLE AND EXPERIENCE

Company and people

Established in Texas in 2020, JSM connects hospitality design with the practical demands of construction, logistics, and purchasing. Our leadership brings experience gained across multiple firms, disciplines, and projects; that experience drives how we review decisions and coordinate the work today.

20+	500+	1000+
Years of branded and independent hospitality experience	Unique projects across the country	Domestic and global partners



Zach Netherland
President and Principal



Valerie Ventura, RID, NCIDQ
Director of Interior Design



Emily Neubauer
Director of Business Development

Valerie is a Texas Registered Interior Designer with more than two decades of design experience. Emily has more than 17 years of hospitality experience and leads business development and client relationships.

Team member	Role
Jolene Braasch, RID, NCIDQ	Senior Interior Designer
Brittany Wolf	Senior Interior Designer
Brittany Snyder	Senior Project Manager
Jillian Netherland	Director of Branding Services
Delia Ventura	Bookkeeping & Accounting
Laura Elia	Business Development

National reach and global support

Our four office regions are Dallas–Fort Worth, Greater Chicago, Greater Atlanta, and Upstate New York. A full-time team in India extends our in-house capacity, and a dedicated team in China produces design renderings. Our global supplier network gives us access to the best options for each unique property and location.

02 / SERVICES

Capabilities and services

We define each service, deliverable, and decision responsibility around the project. A combined engagement connects design intent to budgets, production approvals, and field conditions. We can also work alongside your existing team.

Interior design

Programming, space planning, finishes, furniture and lighting selections, guestroom and public-space drawings, millwork details, specifications, and brand submissions. Sample, shop drawing, and substitution reviews are included as agreed.

Procurement

Quantity validation, budgets and cash-flow forecasts, purchasing, order review, production tracking, expediting, freight and receiving coordination, deficiency management, and scoped closeout.

Custom sourcing

We evaluate suppliers and fabrication methods for unique items and coordinate drawings, samples, finishes, and commercial terms. Available as a standalone service.

Construction administration and coordination

Scoped support can include design RFIs, submittals, model rooms, field reports, punch lists, and installation coordination. We document approvals, changes, and unresolved decisions.

Engagement	How JSM works with your team
Integrated design and procurement	JSM leads the commissioned interior design and purchasing scope, with continued design review during production.
Design services	JSM develops the design package; construction administration and site support are defined in the proposal.
Procurement services	Your appointed designer supplies and approves the design. JSM coordinates purchasing and production reviews with that team.
Standalone custom sourcing	JSM develops a supplier and fabrication solution for a custom item and coordinates design approval before purchasing.

Separately scoped: LiDAR and site assessment, digital twins, photorealistic renderings, PDF-to-CAD conversion, and preconstruction or acquisition consulting.

03 / APPROACH

Process and project visibility

Our six-stage process connects the brief to delivery. Your engagement defines where we join and which activities we undertake. At each handoff, the receiving team is provided with the approved information, documented open items, and assigned responsibilities.

Stage	Work and decisions	Working output
01 Discover	Review the property, ownership goals, market, and applicable brand requirements. Establish scope and responsibilities.	Shared brief and responsibility framework
02 Validate	Review plans, room types, PIP requirements, and waivers. Keep assumptions visible until confirmed. Field surveys and LiDAR are separately scoped.	Documented requirements and open assumptions
03 Design	Develop plans, finishes, specifications, and drawings where design is commissioned. Procurement-only work uses your designer's package.	Design package or client-provided specifications
04 Approve	Coordinate owner and brand reviews, samples, and shop drawings as applicable. JSM or the appointed external designer reviews design intent within their role.	Approved package and accepted handoff
05 Procure	Validate quantities, vendors, budgets, and schedules. Coordinate purchasing, production approvals, and status tracking.	Purchase orders, acknowledgement reviews, and production records
06 Deliver	Coordinate deliveries with site readiness and the designated receiving and installation teams. Track deficiencies and scoped closeout.	Delivery coordination and closeout records

Visibility during the work

Updates are typically weekly, with frequency varying by scope and project phase. Applicable reports cover approvals, order status, lead-time changes, cash flow, risks, changes, and closeout. We share materials through email, shared folders, and the QR Code Catalog.

Decisions before commitments

Before ordering or authorizing fabrication, we document approvals, changes, and open assumptions. We confirm the schedule against product lead times and site readiness. The project agreement assigns responsibility for receiving, storage, and installation.

04 / CASE STUDY

Dallas adaptive reuse

Fairfield Inn & Suites + TownePlace Suites
Dallas Downtown, Texas

JSM led the interior design and FF&E procurement for the conversion of a historic building's basement into a lounge, reception, and gathering spaces, including a newly added bar.



INSTALLED DESIGN | Lounge and new bar



DESIGN RENDERING | Lounge and new bar

A new use for the existing space

The basement needed a new use while retaining the existing columns and the character of the building. JSM planned the lounge, reception, and gathering spaces together so guests could move easily between them.

Warm wood tones, textured upholstery, decorative lighting, and varied seating connect the gathering areas. The new bar anchors the space with illuminated shelves and a detailed millwork front.



INSTALLED DESIGN | History mural wall

Project team: Lowen Hospitality (developer), Type Six Design and Development (architect), and JC Services (contractor). The history mural was co-designed with Noah Jeppson.

05 / CASE STUDIES

Custom sourcing and technical review

A custom statement piece in Calera

Hy-Lo Hotel | Calera, Oklahoma | Ascend Hotel Collection



The brief called for an approximately nine-foot cherry-red geometric bear. JSM's custom sourcing work connected the design intent to a fabrication method and supplier capable of producing the piece.

Large-format 3D printing enabled hollow construction in three pieces, with a custom base. The custom piece was realized for under $10,000. This figure applies to the bear, not to the hotel's wider project budget.

The example illustrates why supplier capability, materials, construction, and finishing need to be considered together. A distinctive concept becomes usable only when its technical requirements can be translated into production.

Discrepancies identified before purchasing

Anonymous dual-brand hotel | Design-informed purchasing review

As the procurement partner alongside the owner's designer, JSM reviewed plans, specifications, and brand requirements and found potential errors before ordering, including a vanity scaling and tagging issue. On procurement-only engagements, our design experience helps us spot discrepancies and flag them for the designer before orders are placed.

Finding	Potential errors identified
Vanity scaling and tagging issue	Approximately $80,000
All identified discrepancies	More than $100,000

The discrepancies were marked up and returned for correction while they could still be addressed in the documentation. The value of the review was recognizing the mismatch before it moved into purchasing or installation.

How this drives an owner engagement

Custom sourcing tests whether an unusual design can be made as intended. Technical review tests whether the documents support the intended order. Both depend on clear specifications, identified approval responsibilities, and unresolved questions being addressed before commitments are made.

06 / PORTFOLIO

Selected project experience

These projects show JSM's work across adaptive reuse, custom fabrication, and new construction. Each entry identifies JSM's role and distinguishes installed work from projects still in progress.

Property	Role	Project Status
Fairfield Inn & Suites + TownePlace Suites Dallas Downtown, Texas Historic basement adaptive reuse	Custom interior design and FF&E procurement for the lounge, reception, gathering spaces, and new bar.	Completed interiors. Installed photography on page 5.
The Draper Hotel New York City, New York Tapestry Collection by Hilton	Custom guestroom furnishings and phased procurement.	Completed. Ground-up hotel development.
DoubleTree by Hilton DFW South Arlington, Texas Full-service hotel renovation	FF&E sourcing with an emphasis on durable guestroom furnishings.	Completed renovation. Project photography available.
Homewood Suites Northlake, Texas	Interior design and FF&E procurement. Design visualization for public spaces and guestrooms.	Under Construction
SpringHill Suites + TownePlace Suites Greenville, Texas Conversion and new construction	Franchise and custom interior design, brand coordination, and FF&E procurement for a phased conversion and expansion, including shared public amenities.	Under Construction



DESIGN RENDERING
Homewood Suites Northlake



DESIGN RENDERING
SpringHill Suites + TownePlace Suites Greenville

07 / START A PROJECT

Working with JSM

Start with the property, its current stage, and the decisions that need attention. We can review the available material and propose a design, procurement, or custom sourcing scope with clear deliverables and responsibilities.

What to share at the start

- Property name, location, project type, room mix, and the current development or renovation stage.
- Available architectural plans, existing-condition information, brand standards, PIP requirements, and waiver decisions.
- Budget parameters, target opening or phasing, construction schedule, and the decision makers for design and purchasing.
- Your existing project team, immediate concerns, and known responsibilities for receiving, storage, and installation.

What the proposal will define

The proposal establishes JSM's services, deliverables, review responsibilities, schedule assumptions, fees, and commercial terms. Site work, construction administration, and additional visualization are included only as defined. The responsibilities matrix identifies the owner's team and the partners handling construction, production, freight, receiving, and installation.



Fairfield Inn & Suites, Fort Worth Downtown

Client perspective

"I could not be happier with the level of talent, diligence, and professionalism the team delivered from start through finish."

Hiren Desai
Managing Partner, Stonewood Hotels

"They transformed our property on time and on budget while protecting our design intent at every turn."

Ajay Desai and Sanjay Naik
Lowen Hospitality Management

"In construction, timing and coordination are everything, and having a team that understands the importance of both makes a tremendous difference."

Daren Snider
President, Snider Construction

Let's create what's next.

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