Hilton Qualifications

Hospitality interior design and FF&E procurement



Guestroom at The Draper New York | Now Tapestry Collection by Hilton

Custom interiors and prototype delivery

JSM Procurement & Design helps owners and developers plan interiors, source furnishings, and coordinate delivery for Hilton-branded properties, from focused-service renovations to full-service conversions and ground-up development.

This packet brings together completed projects, current design and procurement work, and proposed conversion concepts. Each spotlight identifies our team's role and distinguishes completed spaces from design renderings.

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 / COMPLETED PROJECT SPOTLIGHT

A ground-up Manhattan hotel

The Draper New York | Now Tapestry Collection by Hilton
New York, New York | Completed development

In Manhattan's Garment District, a ground-up boutique hotel paired a midcentury design direction with the constraints of an urban jobsite. The project team's scope combined custom guestroom furnishings with phased FF&E procurement.



Guestroom at The Draper New York

Delivery on a constrained site

Furniture deliveries were staged in phases, with trucks unloaded as they arrived. The procurement plan treated access, unloading, and installation sequencing as part of the furniture decision from the start.



Guestroom seating and casegoods



Arrival and lobby

05 / COMPLETED PROJECT SPOTLIGHT

Full-service hotel renovation

DoubleTree by Hilton Arlington DFW South
Arlington, Texas | Completed renovation | Prior team experience

The renovation repositioned the former Admiral Hotel as a full-service DoubleTree. The team's FF&E sourcing focused on durable guestroom furnishings for a high-traffic airport and entertainment-district property.



Guestroom at DoubleTree Arlington DFW South

Durability in daily use

The guestroom package prioritized materials and furnishings suited to frequent turnover. The completed public spaces below show the property's broader repositioning.



Reception



Bar and dining

06 / CUSTOM PROJECT SPOTLIGHT

Extended-stay interiors

Homewood Suites by Hilton
Northlake, Texas | Under Construction

JSM leads interior design and FF&E procurement for this modified-prototype extended-stay hotel. The lobby brings together lounge seating, communal tables, and dining, while the guestroom uses a quieter palette and residential-scale furnishings for longer stays.



Design Rendering | Homewood Suites Northlake lobby

A coordinated approach to delivery

The design sets the direction for finishes and furnishings. JSM carries those decisions into specifications, purchasing, and delivery coordination with Kriya Hotels, Type Six Design & Development, and Greenstreet Construction.



Design Rendering | Dining area



Design Rendering | Guestroom

07 / CUSTOM RENOVATION SPOTLIGHT

A new palette for an atrium hotel

Embassy Suites by Hilton Dallas Park Central
Dallas, Texas | Renovation design in progress

JSM's renovation design connects the lobby and bar, atrium gathering areas, corridors, and guestrooms. Warm mineral grays and weathered oak provide a common base, while layered blues and selective cognac and ochre bring contrast to different spaces.



Concept Visualization | Atrium water feature



Concept Visualization | Guestroom

A palette that works across the property

Public-space concepts study how new furnishings, finishes, and lighting can work with existing flooring and architectural features. In the guestrooms, blue accents, wood tones, and soft neutrals carry the same direction at a smaller scale.

08 / CONVERSION DESIGN STUDY

A clubhouse-inspired hotel

Hogan House | Proposed Tapestry Collection by Hilton conversion
Trophy Club, Texas | Design concept

JSM used Trophy Club's golf heritage to guide the conversion concept. Fairway greens, warm wood, leather, and tailored plaids give the spaces the familiarity of a clubhouse without repeating the same design in every room.



Design Rendering | Hogan House lobby

One idea, several settings

Mulligans carries the club character into the bar. The guestrooms use the same wood tones and greens more quietly, with layered textiles and compact seating.



Design Rendering | Mulligans bar



Design Rendering | Guestroom

09 / HISTORIC CONVERSION STUDY

A new chapter for a landmark

Sonnet House | Proposed Tapestry Collection by Hilton conversion
Fort Worth, Texas | Design concept

At the former W. I. Cook Memorial Hospital on West Lancaster Avenue, JSM explored a hotel conversion organized around the building's historic architecture. The Sonnet House identity uses a literary thread to connect the arrival, atrium dining, library, and guestrooms.



Design Rendering | Volta and Vine atrium dining

Design within the existing architecture

Volta and Vine pairs a bar and lounge with dining beneath the atrium skylight. In the proposed guest suite, warm wood, soft textiles, and layered lighting carry the hotel's design into a quieter space.



Design Rendering | Volta and Vine bar



Design Rendering | Guest suite

10 / CONVERSION DESIGN STUDY

Reworking a full-service hotel

DoubleTree Oak Cliff | Proposed conversion
Dallas, Texas | Design concept

For a former Sheraton in Oak Cliff, JSM explored a DoubleTree conversion that renews the arrival, lobby and bar, meeting spaces, corridors, and guestrooms. The study compares multiple design directions for the guest suites.



Design Rendering | Oak Cliff lobby and lounge

More use from the existing footprint

The public-space concepts test how lounge seating and meeting arrangements can support different group sizes. At the guestroom scale, the study compares palettes and furnishings within the existing building.



Design Rendering | Flexible meeting space



Design Rendering | Guest suite

11 / HILTON PORTFOLIO

Hampton by Hilton

These references span planning, design, and procurement by JSM and its team members, including prior team experience. The scope and project status vary by property.

Property	Location
Hampton Inn Alpine	Alpine, Texas
Hampton Inn & Suites Bastrop	Bastrop, Texas
Hampton Inn & Suites Buffalo	Buffalo, Wyoming
Hampton Inn & Suites Charleston	Charleston, South Carolina
Hampton Inn Cincinnati–Kings Island	Mason, Ohio
Hampton Inn & Suites Dallas I-30 Cockrell Hill	Dallas, Texas
Hampton Inn & Suites Colleyville DFW Airport West	Colleyville, Texas
Hampton Inn & Suites Dallas–DeSoto	DeSoto, Texas
Hampton Inn & Suites Duncanville	Duncanville, Texas
Hampton Inn & Suites Farmers Branch	Farmers Branch, Texas
Hampton Inn & Suites Fort Worth–Forest Hill	Forest Hill, Texas
Hampton Inn & Suites Alliance Airport	Fort Worth, Texas
Hampton Inn & Suites New Orleans West Bank	Harvey, Louisiana
Hampton Inn Midland	Midland, Texas
Hampton Inn & Suites North DFW Airport	Irving, Texas
Hampton Inn & Suites Providence/Warwick Airport	Warwick, Rhode Island
Hampton Inn & Suites Richardson	Richardson, Texas
Hampton Inn & Suites Santa Fe	Santa Fe, New Mexico
Hampton Inn & Suites Trophy Club	Trophy Club, Texas
Hampton Inn Twin Falls	Twin Falls, Idaho
Hampton Inn Wausau	Wausau, Wisconsin
Hampton Inn & Suites Weatherford	Weatherford, Texas

12 / HILTON PORTFOLIO

Home2 Suites and Tru by Hilton

Dual-brand properties appear once, with both flags shown.

Property	Location
Home2 Suites Allen	Allen, Texas
Home2 Suites Arlington	Arlington, Texas
Home2 Suites Fort Worth–Bedford	Bedford, Texas
Home2 Suites + Hampton Inn & Suites	Carrollton, Texas
Home2 Suites + Tru by Hilton	Cedar Park, Texas
Home2 Suites Dallas–DeSoto	DeSoto, Texas
Home2 Suites by Hilton Duncanville	DeSoto, Texas
Home2 Suites + Tru by Hilton	Euless, Texas
Home2 Suites Fairview	Fairview, Texas
Home2 Suites DFW Airport North	Irving, Texas
Home2 Suites Dallas I-20	Grand Prairie, Texas
Home2 Suites Fort Worth–Northlake	Northlake, Texas
Home2 Suites Paris	Paris, Texas
Home2 Suites + Tru by Hilton	Pflugerville, Texas
Home2 Suites Rowlett	Rowlett, Texas
Home2 Suites St. Johns	St. Johns County, Florida
Home2 Suites Wilmington	Wilmington, North Carolina
Tru by Hilton Frisco	Frisco, Texas

13 / HILTON PORTFOLIO

Other Hilton brand experience

Additional references across DoubleTree, Embassy Suites, Hilton Garden Inn, Homewood Suites, and Tapestry Collection.

Property	Location
DoubleTree by Hilton Arlington DFW South	Arlington, Texas
DoubleTree by Hilton New York City–Chelsea	New York, New York
Embassy Suites Dallas–Las Colinas	Irving, Texas
Embassy Suites Dallas Park Central	Dallas, Texas
Hilton Garden Inn Arlington	Arlington, Texas
Hilton Garden Inn Baton Rouge Airport	Baton Rouge, Louisiana
Hilton Garden Inn Jacksonville JTB/Deerwood Park	Jacksonville, Florida
Hilton Garden Inn Louisville	Louisville, Kentucky
Hilton Garden Inn St. George	St. George, Utah
Homewood Suites Northlake	Northlake, Texas
The Draper New York, Tapestry Collection	New York, New York

Working with JSM

Start with the property, brand program, and decisions that need attention. We can review the available information 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.



Lobby lighting at Hampton Inn & Suites Colleyville DFW Airport West

Client perspective

"JSM has handled all of our hotel projects, from ground-up new construction to 7-year renovations, and the experience has been exceptional."

Paresh Patel
Managing Partner, Kriya Hotels

"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

"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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