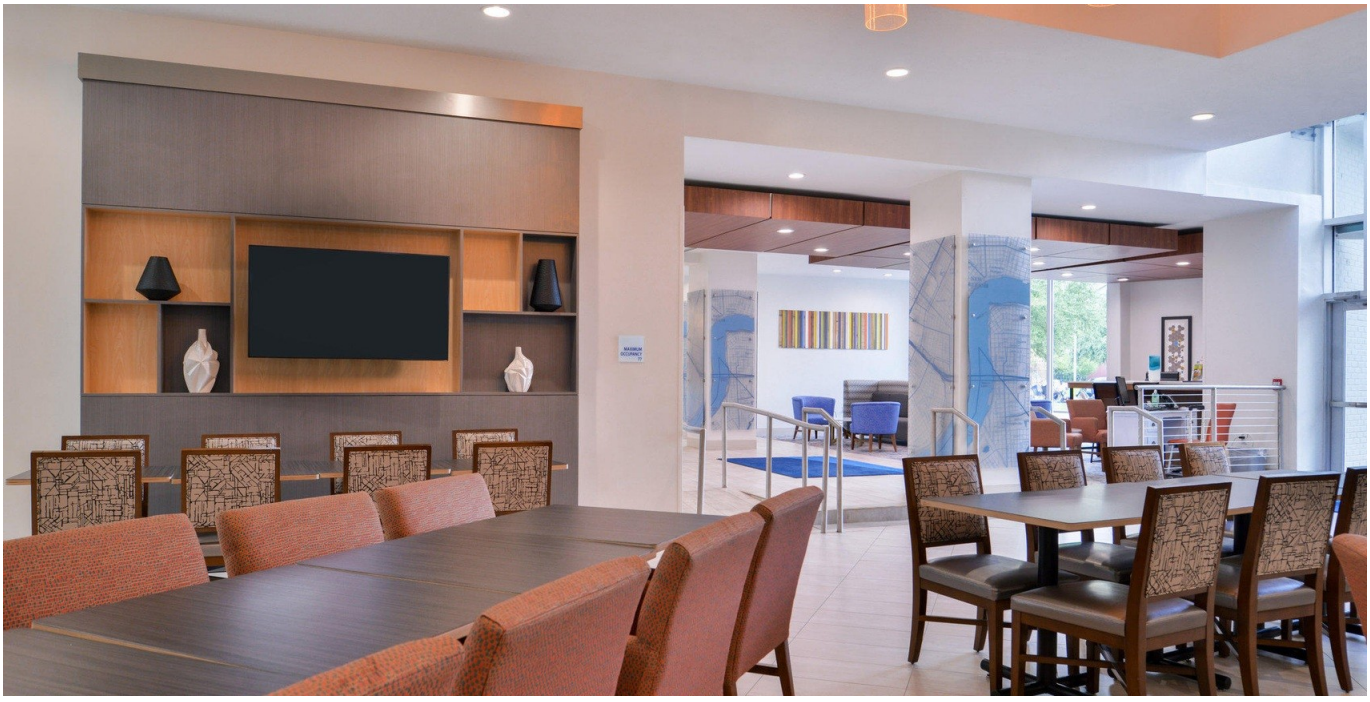
IHG Qualifications

Hospitality interior design and FF&E procurement



Holiday Inn Express New Orleans – St. Charles, formerly The Hotel Modern

Custom interiors and prototype delivery

JSM Procurement & Design works with owners and developers on IHG-branded hotels. We design and document interiors, source custom pieces, and coordinate FF&E purchasing and delivery for renovations, conversions, and new construction.

From a historic Holiday Inn Express conversion to dual-brand avid and Candlewood Suites work, these projects show how our team applies brand requirements to the realities of each property. The spotlights distinguish completed work, design intent, and work in progress.

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

Emily Neubauer • Emily@JSMProcurement.com • JSMProcurement.com

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 / CUSTOM PROJECT SPOTLIGHT

The Hotel Modern conversion

Holiday Inn Express New Orleans – St. Charles
New Orleans, Louisiana | Completed adaptive reuse | Prior team experience

The conversion joined two existing buildings in the Warehouse Arts District. A former outdoor connection became an enclosed breakfast room, giving the hotel a new public space while retaining the original building profiles.



Completed breakfast room in the enclosed connection

Working within the historic buildings

Our team's experience on this project included semi-custom public spaces, tailored furnishings and shades, and adapting the guestroom package to 65 furnishing configurations. Deliveries were phased around a major Mardi Gras parade route.



Before | Open ground-floor space



Completed lounge seating

05 / CUSTOM PROJECT SPOTLIGHT

Two brands in one building

avid hotels + Candlewood Suites Savannah Downtown East
Savannah, Georgia | Interior design and FF&E procurement in progress

Two guestroom programs share one building and a co-branded public area. Our scope spans interior finish documentation and FF&E purchasing for both flags, with procurement organized by brand and shared space.



Design rendering | Candlewood Suites corridor

Property-specific details

We developed a Candlewood corridor design with custom door-drop finishes and a custom wall sconce. The design rendering shows the proposed treatment, not installed conditions.

Purchasing and coordination

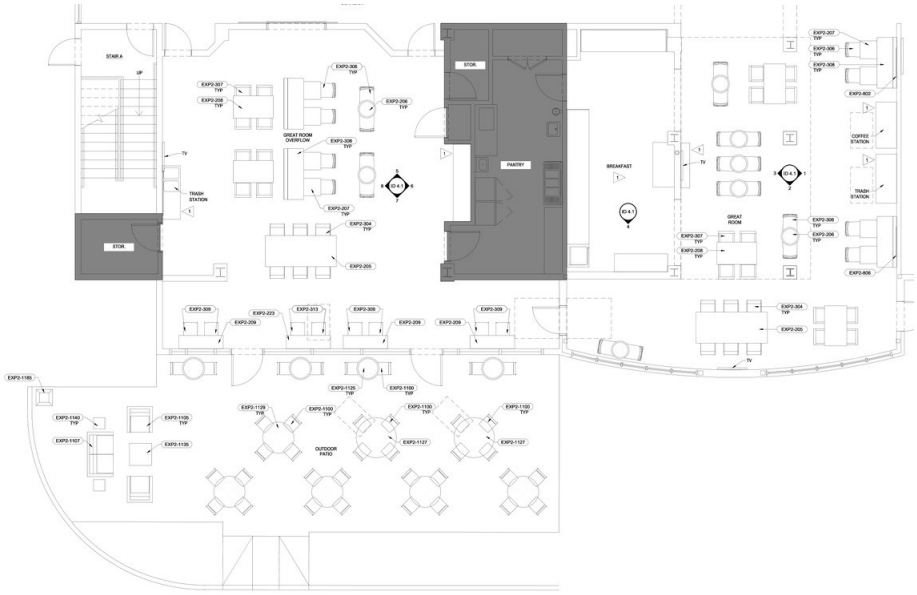
We coordinated casegoods, wallcovering, carpet, and other finishes across the two programs. Separating quantities for the guestrooms and common areas helped track which materials served each brand.

06 / CUSTOM PROJECT SPOTLIGHT

Renovation and room expansion

Holiday Inn Express & Suites Sandusky
Sandusky, Ohio | Design and procurement coordination in progress

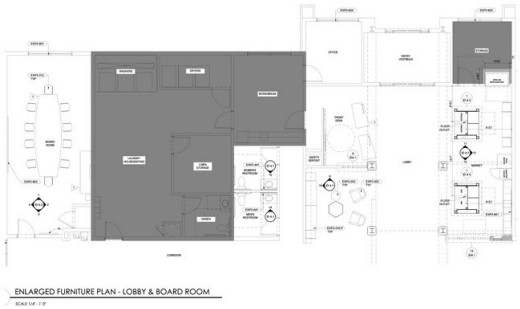
We are adapting the Formula Blue 2.2 program to an existing hotel renovation and room addition. The interior design package covers public spaces and room types in both the existing building and the addition.



Design drawing | Great room furniture plan

Design tied to the room matrix

The team matched room-by-room layouts to the furnishings takeoff and documented atypical configurations, including connecting rooms and rooms with kitchenettes. The package sets a basis for quantities and specifications before orders are released.



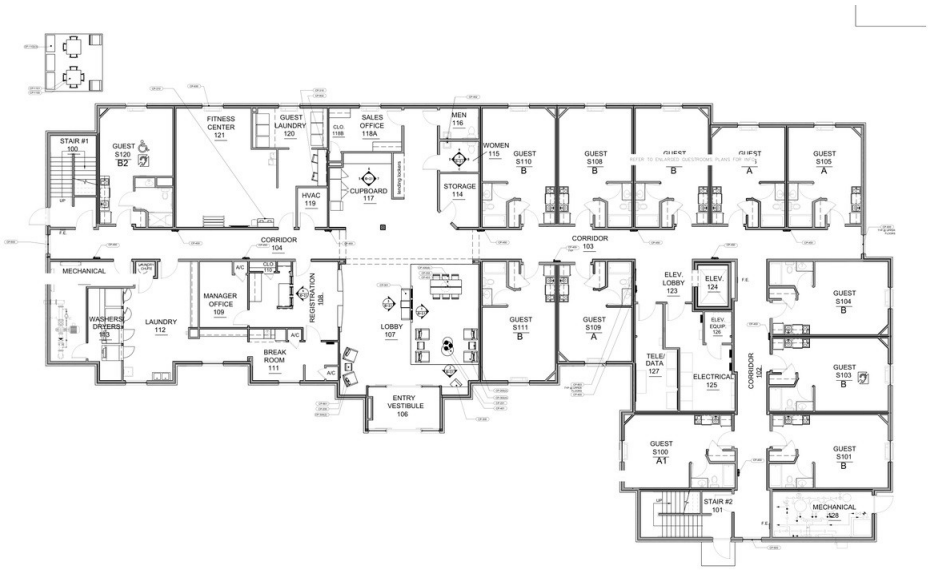
Design drawing | Lobby and boardroom furniture plan

07 / CUSTOM PROJECT SPOTLIGHT

A renovation shaped by the site

Candlewood Suites Cut Off
Cut Off, Louisiana | 2023 renovation

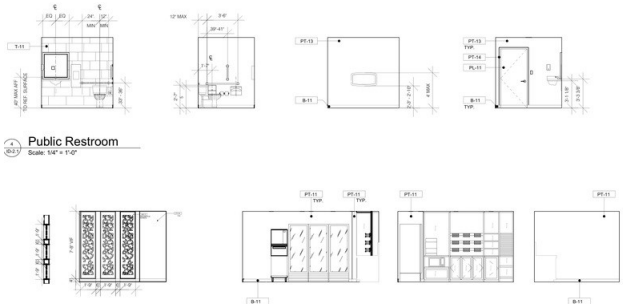
This extended-stay renovation balanced the Candlewood program with existing conditions and operating needs. We prepared interior design drawings, custom finish specifications, and a formal resubmittal for brand review.



Design drawing | First-floor furniture plan

Practical alternatives for an operating hotel

Our package proposed first-floor tile where flooding was a concern, refinishing existing front desk and sundry millwork, and blackout roller shades that addressed light leakage for guests working night shifts. We also coordinated purchasing and delivery tracking for the documented scope.



Design drawings | Public-area millwork details

08 / IHG PORTFOLIO

Holiday Inn Express

Project references span design, procurement, and related coordination. Scope and status vary by property, and the list includes prior team experience.

Property	Location
Holiday Inn Express Alachua	Alachua, Florida
Holiday Inn Express & Suites Alexandria	Alexandria, Louisiana
Holiday Inn Express Austin	Austin, Texas
Holiday Inn Express Burleson	Burleson, Texas
Holiday Inn Express Center	Center, Texas
Holiday Inn Express Cut Off	Cut Off, Louisiana
Holiday Inn Express Dallas Love Field	Dallas, Texas
Holiday Inn Express Fort Pierce	Fort Pierce, Florida
Holiday Inn Express Gonzales	Gonzales, Louisiana
Holiday Inn Express Grand Prairie	Grand Prairie, Texas
Holiday Inn Express Henderson	Henderson, Texas
Holiday Inn Express Ironton	Ironton, Ohio
Holiday Inn Express Jamaica – JFK AirTrain (estimating)	Jamaica, Queens, New York
Holiday Inn Express Kansas City Airport	Kansas City, Missouri
Holiday Inn Express Leesville	Leesville, Louisiana
Holiday Inn Express Mansfield	Mansfield, Texas

09 / IHG PORTFOLIO

Holiday Inn Express continued

The directory includes the properties featured in the spotlights. Multiple phases at the same property are listed once.

Property	Location
Holiday Inn Express Moundsville	Moundsville, West Virginia
Holiday Inn Express New Orleans – St. Charles	New Orleans, Louisiana
Holiday Inn Express Pooler	Pooler, Georgia
Holiday Inn Express & Suites Savannah North – Port Wentworth	Port Wentworth, Georgia
Holiday Inn Express & Suites Raceland	Raceland, Louisiana
Holiday Inn Express Ruskin	Ruskin, Florida
Holiday Inn Express & Suites Sandusky	Sandusky, Ohio
Holiday Inn Express & Suites Savannah W – Chatham Parkway	Savannah, Georgia
Holiday Inn Express Searcy	Searcy, Arkansas
Holiday Inn Express Seguin	Seguin, Texas
Holiday Inn Express St. Petersburg	St. Petersburg, Florida
Holiday Inn Express Thibodaux	Thibodaux, Louisiana
Holiday Inn Express Wildwood	Wildwood, Florida
Holiday Inn Express & Suites Wilmington West – Medical Park	Wilmington, North Carolina
Holiday Inn Express Zachary	Zachary, Louisiana

10 / IHG PORTFOLIO

avid hotels, Candlewood Suites and Staybridge Suites

Dual-brand developments are listed once with both flags shown. Property names reflect the project records where work predates a name change.

Property	Location
avid hotels + Candlewood Suites	Richmond Hill, Georgia
avid hotels + Candlewood Suites Savannah Downtown East	Savannah, Georgia
Candlewood Suites Alexandria	Alexandria, Louisiana
Candlewood Suites Cotulla	Cotulla, Texas
Candlewood Suites Cut Off	Cut Off, Louisiana
Candlewood Suites Dallas Plano West Medical Center	Dallas, Texas
Candlewood Suites Del City	Del City, Oklahoma
Candlewood Suites Grand Prairie (design documentation)	Grand Prairie, Texas
Candlewood Suites Hurst	Hurst, Texas
Candlewood Suites Lake Charles South	Lake Charles, Louisiana
Candlewood Suites San Angelo	San Angelo, Texas
Candlewood Suites San Marcos	San Marcos, Texas
Candlewood Suites Fort Worth West	White Settlement, Texas
Candlewood Suites Youngsville	Youngsville, Louisiana
Staybridge Suites Longview	Longview, Texas
Staybridge Suites Santa Fe (preconstruction)	Santa Fe, New Mexico
Staybridge Suites Tyler	Tyler, Texas
Staybridge Suites Winter Haven	Winter Haven, Florida

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.



Holiday Inn Express New Orleans – St. Charles | Reception

Client perspective

"I would highly recommend JSM to any owner or developer looking for a knowledgeable, responsive, and dependable partner …"

Mehul Patel
President / COO, Ideal Hospitality Investments

"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.

Emily Neubauer | Director of Business Development
Emily@JSMProcurement.com / (469) 902-7227 / JSMProcurement.com
Dallas–Fort Worth / Greater Chicago / Greater Atlanta / Upstate New York