Marriott Qualifications

Hospitality interior design and FF&E procurement



Fairfield Inn & Suites + TownePlace Suites, Dallas Downtown

Custom interiors and prototype delivery

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

This packet brings together completed custom work, design and procurement engagements in progress, and prototype experience. Each spotlight identifies our role and distinguishes installed photography 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

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

Dallas adaptive reuse

Fairfield Inn & Suites + TownePlace Suites
Dallas Downtown, Texas | Completed adaptive reuse

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.



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.



History mural wall | Dallas Downtown

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 / CUSTOM PROJECT SPOTLIGHT

Fort Worth motor lodge conversion

Fairfield Inn & Suites Downtown Convention Center
Fort Worth, Texas | Completed adaptive reuse | Prior team experience

When the former Park Central motor lodge became a Fairfield, a new L-shaped addition enclosed the exterior corridors. The existing building and new addition produced room layouts that required a property-specific furnishing package.



Custom bar with reclaimed wood from the original motor lodge

Team scope

The team's work included custom FF&E for the non-prototype layouts and just-in-time delivery coordination, avoiding off-site storage. The property's public spaces were customized for their downtown setting.



Guestroom



Terrace

06 / CUSTOM PROJECT SPOTLIGHT

Greenville dual-brand development

SpringHill Suites + TownePlace Suites
Greenville, Texas | Phased development

The development pairs a SpringHill Suites conversion with a later TownePlace Suites new-build phase. A shared public-space design draws on Greenville's civic and aviation history.



Design rendering | Greenville shared lobby

JSM's role

We developed franchise and custom interiors, coordinated brand requirements, and planned FF&E procurement for phased delivery. The images show the design intent for the shared public spaces.



Design rendering | Greenville dining area

07 / CUSTOM PROJECT SPOTLIGHTS

Prototype adaptations

SpringHill Suites + TownePlace Suites
Buda, Texas | Design development

JSM developed a Hill Country Modern concept for the shared public spaces, drawing on Onion Creek limestone, native grasses, and Central Texas craft. The two brands retain distinct prototype guestroom programs.

Buda design focus

The shared reception, lobby, breakfast, and meeting spaces have a property-specific design. A custom front desk includes an accessible counter section.



Buda | Schematic public-area FF&E plan

Hot Springs hotel conversion

SpringHill Suites
Hot Springs, Arkansas | Design and brand review

JSM's interior design and FF&E procurement scope applies the Gen 5 Panorama program to an existing hotel, with 93 suites in the design room matrix.

Hot Springs design focus

The package adapts public-area finishes, banquette seating, lighting, and artwork to the property. Custom guestroom specifications address sleeper sofas, seating, textiles, and lighting.



Hot Springs | Public-area furniture plan

08 / CUSTOM PROJECT SPOTLIGHTS

Property-specific interiors

Courtyard Dallas North Central Expressway
Dallas, Texas | Prototype-led renovation with custom adaptations

JSM developed property-specific public-space and guestroom specifications, including custom bath vanities, lighted mirrors, and finishes. We coordinated shop drawing review and FF&E purchasing for the documented scope.

Courtyard + Residence Inn
Bluffton, South Carolina | Design documentation

JSM developed custom specifications and interior design documents for guestrooms, baths, and public areas. The design set was issued to the architect of record and client for review.

Custom lobby and breakfast seating, lighting, and finishes were documented alongside the prototype guestroom program.

Four Points by Sheraton
Plano, Texas | Completed conversion

JSM adapted a former La Quinta for the Four Points brand, working to the Marriott property improvement plan and the owner's scope. We developed lobby plans, finishes, elevations, and FF&E specifications and procured items for the lobby and guestrooms.

09 / CUSTOM PROCUREMENT SPOTLIGHTS

Aloft prototype adaptations

Aloft Dallas Arlington South
Arlington, Texas | Completed new construction

The interiors combined the Aloft Gen 4 Eclectic program with custom queen/queen corner suites. JSM's FF&E procurement included a made-to-order illuminated reception panel system.



W XYZ Bar, Aloft Dallas Arlington South

Aloft Trophy Club

Trophy Club, Texas | Completed new construction | Prior team experience

Team members worked on property-specific adaptations to the Aloft Gen 4 Eclectic new-build package. Custom furnishings and finishes included rugs, seating, and wallcovering, alongside project-specific screens and vanity specifications.



Guestroom, Aloft Trophy Club

10 / MARRIOTT PORTFOLIO

Marriott prototype experience

Selected Marriott properties are listed below. More extensive adaptations at Greenville, Buda, Hot Springs, Courtyard Dallas, Bluffton, and the Alofts appear in the spotlights.

Property	Location
Courtyard Fort Worth I-30 West	Fort Worth, Texas
Fairfield Inn & Suites Cedar Park	Cedar Park / Leander, Texas
Fairfield Inn & Suites Cut Off	Cut Off, Louisiana
Fairfield Inn & Suites DeSoto	DeSoto, Texas
Residence Inn North DFW Airport / Esters Boulevard	Irving, Texas
Fairfield Inn & Suites Union Hill	Kansas City, Missouri
Residence Inn Rock Hill	Rock Hill, South Carolina
TownePlace Suites University Area / Medical Center	Fort Worth, Texas
TownePlace Suites Baton Rouge / Port Allen	Port Allen, Louisiana
TownePlace Suites Savannah	Savannah, Georgia
TownePlace Suites South Waco	Waco, Texas

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.



Fairfield Inn & Suites + TownePlace Suites, Dallas Downtown

Client perspective

"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

"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