



JONATHAN KALER

SENIOR ACCOUNT DIRECTOR

CONTACT

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📍 Las Vegas, NV

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SKILLS

- Team Leadership
- Training & Development
- Purchasing
- Client Relationship Management
- Project Management & Coordination
- CRM Proficiency

MEMBERSHIP

- NEWH Director of Fundraising Las Vegas 2025
- NEWH Past President 2015 & 2022
- Design Minds - Founding Member 2008 - Present

PROFESSIONAL SUMMARY

Proven sales leader with 18+ years in FF&E, specializing in building and managing national sales teams and cultivating strong relationships within the A&D community. Known for growing Las Vegas as well as national client networks, delivering tailored design solutions, and consistently exceeding sales goals through a strategic, consultative approach.

WORK EXPERIENCE



Resol USA

2024 - MAY 2025

Remote - Western Regional Sales Manager

- Launched Western U.S. market presence for a legacy 65-year-old European contract furniture brand, specializing in hospitality interiors and custom FF&E solutions.
- Generated and sustained a \$1M+ active sales pipeline across a multi-state region—including California, Texas, and the Pacific Northwest—within the hospitality, commercial, and luxury residential sectors.
- Built and led a high-performing regional sales team, accelerating market penetration and elevating brand visibility in the design and procurement community.
- Established strategic partnerships with hospitality designers, architecture firms, purchasing agents, distributors, and developers, enhancing project specifications and brand loyalty.
- Developed targeted marketing strategies and branded collateral in partnership with domestic and international marketing teams to support brand storytelling and sales enablement.
- Coordinated inventory planning and fulfillment through the Atlanta-based U.S. distribution center to streamline logistics for hospitality projects and reduce lead times.
- Designed and executed custom trade show environments to highlight hospitality-grade furnishings, optimize brand presentation, and engage key decision-makers at industry events like HD Expo and BDNY.

Harbour

2023 - 2024

Remote - Regional Sales Manager

- Drive direct sales growth for contract furniture and FF&E across 10 states (NV, AZ, UT, CO, WY, ND, SD, ID, NE, MT), targeting the hospitality, multi-family, and commercial markets.
- Consistently manage and expand a \$1.5M+ active sales pipeline, closing high-value deals and increasing regional market share.
- Deliver daily client proposals and pricing through NetSuite CRM, ensuring rapid turnaround and seamless inventory coordination to accelerate sales cycles.
- Build and convert new business opportunities by engaging key decision-makers within the A&D community, including hospitality interior designers, architects, and purchasing agents.
- Strategize with project managers to align sales efforts with industry requirements, including COM approvals and contract-grade specifications, ensuring smooth project execution.
- Lead trade show execution and booth design to maximize product exposure, attract qualified leads, and support ongoing sales growth at top industry events.



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REFERENCES

Lora Hunsaker - Principal
PGAL

Phone: 702-682-8670
Email: LHunsaker@pgal.com

Paul Jones - Principal
Project Dynamics

Phone: 702-365-0400
Email: pjones@projectdynamics.com

Laura Herzog - Vice President
PMI

Phone: 702-743-0393
Email: lherzog@pmiconnect.com



WORK EXPERIENCE...

Williams Sonoma B2B

2021 - 2023

Remote Account Executive

- Managed sales efforts across NV, AZ, UT, and WY for nine premium design and FF&E brands, with a focus on complete B2B segments including hospitality, commercial, multi-family, residential, and owner-direct projects.
- Maintained a \$4M+ active sales pipeline and contributed to over \$38M in annual revenue by driving specifications and securing repeat business.
- Partnered with interior designers, procurement agents, and developers to deliver customized FF&E packages that met project design intent, performance standards, and budget constraints.
- Built and sustained a strong network of leads through industry events, A&D firm outreach, and partnerships with hospitality brands, ownership groups, and purchasing firms.
- Worked cross-functionally with internal teams to develop marketing campaigns, regional promotions, and incentive strategies to increase brand awareness in secondary and emerging markets.
- Regularly updated CRM software (Salesforce) to track leads, opportunities, and interactions, ensuring accurate forecasting and data-driven decision-making

Kaler Design Solutions, LLC

2016 - 2021

Principal and National Sales Manager

- Represented multiple contract-grade product lines as an independent sales rep across NV, AZ, and Southern CA, generating over \$5M in FF&E and interior product sales.
- Provided national consulting support for manufacturers including Pivotal Hospitality, Pierpoint, and SF Wall Coverings, helping guide FF&E product specifications and sourcing strategies.
- Traveled to factories in China and Mexico to establish and strengthen relationships with both new and existing manufacturing partners, overseeing quality control processes and ensuring consistency in production standards.
- Delivered targeted in-person presentations to hospitality designers, architects, and purchasing agents to drive awareness and sales of domestic and imported products, including lighting, textiles, rugs, accessories, solid surface, and wallcoverings.
- Interpreted FF&E floorplans, shop drawings, finish schedules, and material samples to ensure product alignment with project scope, budget, and brand standards.
- Served as a product consultant for the A&D community, providing tailored solutions for guestrooms, public spaces, restaurants, retail environments, and residential projects.
- Led FF&E sales support functions including lead generation, sales presentations, quote development, and follow-up, helping to convert pipeline opportunities into closed business.
- Conducted competitive market research to identify untapped sales opportunities and emerging design trends to inform go-to-market strategy.



EDUCATION

University of Southern Maine

1993 - 1995