

Get to know the 2022 NEWH ICON of Industry

Lisa Villarreal is the founder & owner of Lily Jack, a third-generation fine furniture manufacturing company, specializing in custom seating, metal & casegoods suited for the luxury high-end hospitality industry. With owned manufacturing facilities in the US & Mexico, as well as factory partners and offices in Vietnam & China, Lily Jack is a global supplier to many of the leading hotel brands in the world.



LISA VILLARREAL
Founder & CEO
Lily Jack



Lisa fell in love with furniture after spending time in her grandfather's importing business, learning how he designed and developed product for his clients with partner factories all over Europe. After his passing, she joined her mother to help continue the legacy Jack had created.

As a young entrepreneur, Lisa saw the potential to grow the family business, J.S. Greene Associates, into something much bigger. In 1986 with the support of her mother Judy, they began working with local manufacturers, to provide custom furniture to serve the needs of their growing clientele. Hospitality projects ensued, and the company continued to expand over the next decade as a private label manufacturer, leaning into hospitality exclusively. Named after her grandparents, Lily Jack made its debut in 2000 with their first in-line collection of furniture at HD Las Vegas.

In the last 22 years, Lisa has focused Lily Jack's efforts towards providing high quality furniture for the ever-changing and demanding needs of the hospitality industry. Her true passion is to collaborate and work with designers to ensure their vision is executed, while utilizing her experience to build products that perform in challenging hospitality environments. Obsessive about the details, Lisa trains her team to consider all factors when developing furnishings with interior designers & architects.

Lisa finds her greatest inspiration from her family. The love for her two boys pushed her to never give up. Her grandfather taught her to always lead with integrity; a core pillar of Lily Jack's values. Beyond her family, Lisa is inspired by all things beautiful; Nature, Antiques, Fashion, Art & Photography.

Being able to give her employees opportunities and further their education has become a focus of Lisa's since opening her factory in Tijuana, Mexico in 2014. One example is a scholarship program in which team members can attend classes for English, finish high school, college, or graduate school. With an "A," the company reimburses 100% of their tuition. They currently have over 20 students that have gone through the program, something Lisa is incredibly proud of. Most recently, in early 2022, Lisa started an upholstery school in the Tijuana factory. This school is a way to give the employees an opportunity to gain experience & advance their careers.

After 34 years of producing furniture, Lisa can still be found working on the factory floor, collaborating with the craftsmen that make Lily Jack furniture one of the most recognizable in the industry.



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Each year NEWH gives out its most prestigious award, the **ICON of Industry**. The award celebrates the leaders of the manufacturing side of hospitality, those who have uniquely impacted the industry through their innovative work, consistently dedicated their time and efforts to community or industry outreach through education and/or corporate giving, and been doing business in hospitality for more than 30 years. In addition, a \$7,500 annual scholarship is awarded to an exemplary student in the recipient's honor. The scholarship recipient's travel and lodging to the award gala is paid by NEWH, Inc.