



JONATHAN KALER

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Summary

Results-driven and customer focused Account Executive with a proven track record in FF&E (Furniture, Fixtures, and Equipment) sales, offering 16+ years of experience in building and nurturing client relationships within the interior design and hospitality industries. Gifted at leveraging in-depth product knowledge, strong communication skills, and a consultative sales approach to drive revenue growth and exceed sales targets. Recognized for consistently delivering tailored solutions that align with client needs and project specifications.

Skills

- Team Leadership
- Training & Development
- Purchasing
- Client Relationship Management
- Project Management & Coordination
- CRM Software (Salesforce, Sage) Proficiency

Experience

Williams Sonoma, Inc.

Account Executive

06/2021 - 06/2023 - San Francisco, CA

- Maintained a comprehensive sales approach to increase revenue for a total of 9 design brands throughout assigned territory (Nevada, Arizona, Utah & Wyoming)
- Maintained a rotating pipeline of business totaling \$4m+, and generating \$38m+ in total revenue annually
- Collaborated closely with design teams to provide tailored FF&E solutions that aligned with aesthetic, functional, and budgetary requirements.
- Developed and nurtured a robust pipeline of leads by networking at industry events, establishing partnerships with hospitality industry leaders, as well as leveraging existing client relationships
- Collaborated internally on marketing plans and incentives to improve visibility within secondary markets
- Regularly updated CRM software (Salesforce) to track leads, opportunities, and interactions, ensuring accurate forecasting and data-driven decision-making

Kaler Design Solutions

Principal Owner & National Sales Manager

08/2016 - 06/2021 - Las Vegas, NV

- Acted as independent Sales Representative covering Nevada, Arizona, & Southern California generating \$5m+ in sales
- Acted as interim consultant on a national level for multiple design firms (Pivotal, Village Casa, SF Wall Coverings)
- Created brand & product awareness through presentations and in-person engagements to manufacturers, covering both Domestic and Import goods: Lighting, Textiles, Area Rugs, Accessories, Solid Surface, and Wall Coverings
- Reviewed shop drawings, finish samples, cuttings, FF&E floor plans and elevations

Pierpoint USA

National Sales Manager

02/2020 - 07/2020 - Orlando, FL

- Liaised with Architecture & Design community to provide solutions for textiles, area rugs, and accessories for various types of projects including: Guestroom, Public Area/Lobby, Restaurants, Retail, and Residential
- Assisted in FF&E sales activities, including lead generation, client presentations, and proposal creation
- Analyzed market trends to identify potential opportunities for growth
- Began recruitment and training of national sales team prior to the impact of Covid19

Lodging Concepts Manufacturing

National Sales Manager

04/2015 - 11/2016 - Irvine, CA

- Recruited, trained, and supervised a team of sales representatives on a national level, generating \$6m+ annually in sales
- Developed and implemented strategies to increase sales revenue
- Created monthly reports for regional managers to review performance of each team member
- Collaborated with marketing teams to create promotional campaigns and materials
- Organized training programs for new team members on product knowledge and customer service skills
- Provided on-site supervision for all model room installations to ensure client satisfaction

MadeGoods

Hospitality Account Manager

01/2013 - 04/2015 - Los Angeles, CA

- Issued quotes, order acknowledgements, invoices and customer data through the use of Quickbooks & Sage
- Responsible for recruitment and training national sales team, 10+ representatives
- Increased revenues by 200% year over year, totaling \$4m+ within the hospitality division
- Developed and maintained relationships with key accounts to ensure customer satisfaction
- Organized and attended trade shows & conferences as a representative of the company, including BDNY, BDWest, HD Expo, NEWH Regional Trade Shows
- Managed all projects from concept to completion

Education and Training

University of Southern Maine

Activities and Honors

- President (2015 & 2022), Past President (*current*) | NEWH (2011-present)
- Founding Member | Design Minds (2008-present)