BHA
FFE PROJECT MANAGEMENT

JASON E. GOLDBERG

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303.809.2016

THE GOLD STANDARD @ BHA

As a goal driven hospitality project manager, FFE specialist, interior designer, and operations team leader, Jason brings 30 years of global experience leading internal, and external project management, interior design and procurement teams in hospitality, multi-family, and senior-living property development projects.

He leads and supports stakeholder needs in project ownership, asset management, interior design, procurement, and supply chain management. Ensuring quality, design intent, technical requirements, and operational compliance is Jason's passion.

Jason builds a project culture of accountability through transparency and responsibility. His cultivated partnership networks span international boundaries and industry leaders.

Having an intimate knowledge of manufacturing and distribution processes for custom furnishings, fixtures, and equipment, provides Jason with the experience to deliver the highest quality of service and products.

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BHA FFE PROJECT MANAGEMENT

BHA is a boutique consultancy specializing in hospitality FF&E value engineering. Assisting hotel owners and investors optimize capital deployment, preserve design intent, and strengthen long-term asset performance through disciplined, hospitality-specific FF&E strategies.

BHA applies a structured, collaborative approach to FF&E program optimization, engaging early in the design process to align cost, performance, durability, and brand standards, preventing late-stage compromises.

Through strong collaboration, diligence, following the best practices, key stages, and a well-managed process, the risks can be reduced and outcomes improved in the procurement sector.

Efficient FFE Project Management directly impacts project timelines, budgets, quality, and ultimately, stakeholder satisfaction and profitability.

PORTFOLIO PROJECT EXPERIENCE

BRE
HOTELS & RESORTS

The ROVA Group

NOBU

Hilton

WA
WALDORF ASTORIA
HOTELS & RESORTS

CURIO
A COLLECTION BY HILTON

Graduate
HOTELS

MARRIOTT

W
HOTELS

THE RITZ-CARLTON

HYATT
HOTELS & RESORTS

HYATT
REGENCY

BHA KEY STAGES IN FFE SUPPORT MANAGEMENT

STAGE 1 PLANNING AND BUDGETING

STAGE 2 VENDOR SELECTION AND SOURCING

STAGE 3 NEGOTIATION AND CONTRACTING

SUCCESSFUL STAGE SUPPORT

- *SPEND VISIBILITY & MANAGEMENT*

- *AREAS IMPACTED, GL CODING, SUBCATEGORIES*

- *GROUP PURCHASING LEVERAGE*

- *BEST PRACTICES IN SOURCING*

BHA KEY STAGES IN FFE SUPPORT MANAGEMENT

STAGE 4 ORDER MANAGEMENT AND PRODUCTION

STAGE 5 LOGISTICS AND INSTALLATION

STAGE 6 INSPECTION, ACCEPTANCE, AND CLOSEOUT

SUCCESSFUL STAGE SUPPORT

•PLANNING, ESTIMATING, COVERAGE VALUATION

•EXPEDITING, REPORTING, VERIFICATION

•FREIGHT QUOTING, CARRIER SELECTION, TRACKING

•WAREHOUSE GC TRAINING, INVENTORY CONTROLS, CLAIMS REDUCTIONS

•PROJECT CLOSE OUT REPORTING & DOCUMENTATION REVIEW & STORAGE

2022-2026 CLIENTS & PROJECTS OF NOTE

- **BLACKSTONE/BRE HOTELS & RESORTS**/GRAND WAILEA RESORT & SPA, MAUI, HAWAII, WALDORF ASTORIA (SPA, 5 F&B OUTLETS, 795 KEYS)

- **BLACKSTONE/BRE HOTELS & RESORTS**/ARIZONA BILTMORE RESORT & SPA, PHOENIX, ARIZONA, LXR (LOBBY, LOUNGES, 2 F&B OUTLETS, POOL GROUNDS, 703 KEYS)

- **BLACKSTONE/BRE HOTELS & RESORTS**/TURTLE BAY RESORT & SPA, OAHU HAWAII, RITZ CARLTON (SPA, 2 F&B OUTLETS, POOL GROUNDS, 327 KEYS)

- **BLACKSTONE/BRE HOTELS & RESORTS**/RITZ CARLTON RESORT & SPA, KAPALUA HAWAII, RITZ CARLTON (LOBBY, CLUB LOUNGE, LUXURY LANAIS, 463 KEYS)

- **BLACKSTONE/BRE HOTELS & RESORTS**/HOTEL DEL CORONADO, SAN DIEGO, CA, CURIO & LXR (VICTORIAN BUILDING, 6 F&B OUTLETS, 938 KEYS)

- **BLACKSTONE/BRE HOTELS & RESORTS**/W FORT LAUDERDALE BEACH RESORT, FORT LAUDERDALE FL, W HOTELS (LIVING ROOM, POOL GROUNDS,4 F&B OUTLETS, 459 KEYS)

- **BLACKSTONE/BRE HOTELS & RESORTS**/BLUE FLAMINGO RESORT, KEY WEST, FL (LOBBY, POOL GROUNDS, 245 KEYS)

- **BLACKSTONE/BRE HOTELS & RESORTS**/HYATT REGENCY CLEARWATER BEACH RESORT & SPA , FL, HYATT (286 KEYS)

- **BLACKSTONE/BRE HOTELS & RESORTS**/NOBU DEL, SAN DIEGO, CA (125 SEATS)

- **BLACKSTONE/BRE HOTELS & RESORTS**/NOBU MAUI, WAILEA, HAWAII (350 SEATS)

- **BLACKSTONE/BRE HOTELS & RESORTS**/SUNSEEKER EVENT CENTER, PORT CHARLOTTE, FL (100,000SF)

- **THE ROVA GROUP/**SAFE HARBOR MARINAS/MONTAUK YACHT CLUB, MONTAUK, NEW YORK (106 KEYS)

2011-2021 CLIENTS & PROJECTS OF NOTE

- **JABAL OMAR DEVELOPMENT COMPANY**/HILTON SUITES, HILTON CONVENTION, CONRAD, MARRIOTT & HYATT REGENCY MAKKAH/MAKKAH, SAUDI ARABIA (5 PROPERTIES, TOTAL 3,500+ KEYS)

- **LOEWS HOTELS & RESORTS**/ROYAL PACIFIC RESORT, HARD ROCK AT UNIVERSAL, VANDERBILT & MIAMI BEACH/VARIOUS CITIES (4 PROPERTIES, TOTAL 2,700+ KEYS)

- **DIAMONDROCK HOSPITALITY**/THE LEXINGTON HOTEL & FRENCHMAN'S REEF & MORNING STAR MARRIOTT BEACH RESORT/NEW YORK & ST. THOMAS USVI (2 PROPERTIES, TOTAL 1,100+ KEYS)

- **SENIOR LIFESTYLE CORPORATION (SLC)**/MORNINGSIDE COMMUNITIES/VARIOUS CITIES (6 PROPERTIES)

- **LONGVIEWSHA & SLC**/SENIOR LIVING PORTFOLIO/VARIOUS CITIES (26 PROPERTIES)

- **MACK CALI, ROSELAND TRUST**/MULTI-FAMILY PORTFOLIO/VARIOUS CITIES (5 PROPERTIES)

- **HAYMAX CAPITAL**/HOTEL ASPEN & THE MOLLY GIBSON LODGE/ASPEN, CO (2 PROPERTIES, TOTAL 100+ KEYS)

- **AJ CAPITAL PARTNERS**/GRADUATE HOTELS/VARIOUS CITIES (11 PROPERTIES, TOTAL 1,200+ KEYS)

- **DAVIS COMPANIES**/OMNI BOSTON HOTEL AT THE SEAPORT BOSTON, MA (1,055 KEYS)

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- **THE BUCCINI POLLEN GROUP**/PHILADELPHIA MARRIOTT OLD CITY/PHILADELPHIA, PA (364 KEYS)

- **SILVERWEST HOTELS & RESORTS**/LE MERIDIEN ST. LOUIS CLAYTON, ST. LOUIS, MO (268 KEYS)

- **S.D. MALKIN PROPERTIES**/THE SEABIRD, A DESTINATION RESORT/OCEANSIDE, CA (226 KEYS)

- **ASPEN SKIING COMPANY**/THE LITTLE NELL, LIMELIGHT HOTEL & THE RESIDENCES AT SNOWMASS CLUB ASPEN, CO (3 PROPERTIES, TOTAL 250+ KEYS)

- **ASPEN SKIING COMPANY**/AJAX TAVERN & SNEAKY'S TAVERN/ASPEN & SNOWMASS, CO (RESTAURANT)

THANK YOU!

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