

KATIE E. JANSEN

BUSINESS DEVELOPMENT + INTERIOR ARCHITECTURE + A&D
SPECIFICATION SALES

Charlotte Metro | Los Angeles | Northern California | Remote | Open to Relocation
310-795-2203 | katie@advisology.com | linkedin.com/in/katiejanseninteriors

KJ

A&D

OPEN TO: A&D Sales | Architectural Products | Design-Build Business Development | Interior Design Support | FF&E / Materials | Showroom / Design Consultant | Commercial Interiors

PROFILE

23+ Years
Business development, sales, commercial real estate, capital markets and high-touch client advisory.

MFA In Progress
Interior Architecture & Design, Academy of Art University. Expected Dec. 2026.

A&D Pivot
Building materials, wall systems, surfaces, tile, textiles, FF&E, design-build and commercial interiors.

DESIGN / TECH

- Revit and AutoCAD
- Construction documents
- Floor plans, RCPs, elevations
- Finish plans and schedules
- FF&E and material research
- ADA / universal design
- SketchUp, Enscape, Lumion
- Adobe Creative Suite

GROWTH / SALES

- A&D outreach and specification sales
- Luxury and HNW client relationships
- Executive presentations
- CRM, lead scoring and KPIs
- Apollo.io, LinkedIn Sales Navigator
- Trade shows and lunch-and-learns
- Market segmentation and GTM strategy

LOCATION

- Charlotte metro
- Los Angeles metro
- Northern California
- Remote / hybrid
- Open to relocation for the right design, A&D or architectural products role

POSITIONING SUMMARY

Business development and interior architecture professional repositioning into the A&D, design-build and building materials ecosystem. Brings 23+ years of relationship-driven revenue experience across commercial real estate, finance, investment banking, investor relations and architectural products, combined with MFA-level training in interior architecture and design. Strong fit for organizations that need someone who can build relationships with designers, architects, developers, owners, distributors and luxury clients while also understanding Revit, AutoCAD, construction documentation, FF&E, finish selection, materiality and the specification process.

BEST-FIT VALUE PROPOSITION

A&D / MANUFACTURER REP Open doors with designers, architects, dealers and owners; translate product performance into design language and pipeline action.	DESIGN-BUILD BD Bring commercial judgment, I strategy and disciplined follow
INTERIOR DESIGN SUPPORT Assist with material research, FF&E sourcing, finish schedules, presentation boards and Revit / AutoCAD production tasks.	SHOWROOM / CONSULTA Deliver high-touch client servi selling, events and cross-sell interiors.

RECENT EXPERIENCE

INDUSTRY BUSINESS DEVELOPMENT MANAGER - BUILDING MATERIALS / INTERIOR WALL SYSTEMS

3A Composites | Davidson, NC / National Territory | Sept. 2025 - May 2026

- Developed go-to-market strategy and A&D outreach for MONARC interior wall panels across architecture, interiors, hospitality, multifamily, kitchen and bath, distributor and commercial product channels.
- Engaged architects, interior designers, distributors, contractors, owners and internal sales teams using consultative, specification-driven selling tied to material performance, application, pricing and project fit.
- Translated market research, voice-of-customer feedback, pricing strategy, product positioning and competitive insights into executive-ready launch planning, segment scoring and sales enablement content.
- Built Apollo.io, LinkedIn Sales Navigator and CRM-based prospecting systems using ICP definitions, NAICS targeting, lead scoring, KPI dashboards and structured follow-up cadences.

FOUNDER / BUSINESS DEVELOPMENT CONSULTANT - GROWTH STRATEGY + DESIGN-ADJACENT VENTURES

Advisology + Jansen Design Studio | Southern New Mexico / Remote | 2024 - Present

- Advised regional organizations on business development, brand positioning, CRM optimization, lead generation, partnership strategy and client-facing presentation materials.
- Developed Jansen Design Studio as an interior architecture and design platform focused on commercial real estate visualization, design concept development, presentation boards and design storytelling.
- Built targeted prospecting systems, campaign calendars, relationship maps and outreach workflows using Apollo.io, LinkedIn, CRM data, events and content-driven business development.

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VISIBLE KEYWORDS

- Interior Architecture
- Interior Design
- A&D Sales
- Specification Sales
- Architectural Products
- Building Materials
- Wall Panels
- Tile / Surfaces
- Textiles
- FF&E
- Material Library
- Finish Schedule
- Construction Documents
- BIM / Revit
- AutoCAD
- Design-Build
- Hospitality
- Multifamily
- Commercial Interiors
- Luxury Residential
- Manufacturer Rep
- Showroom Sales
- CRM / Pipeline

INDUSTRIES

- Architecture and interiors firms
- Design-build firms
- Architectural manufacturers
- Surface, tile, textile and wall system companies
- Commercial furniture and FF&E groups
- Luxury residential showrooms
- Hospitality, multifamily and workplace interiors

AFFILIATIONS

- Girl Scouts of the Desert Southwest - Board Member
- Urban Land Institute (ULI)
- CREW-LA
- NAIOP
- Federation of Exchange Accommodators
- Exit Planning Institute
- Council of 101, Orlando Museum of Art
- Experienced speaker, panelist and relationship-builder

KJ

A&D

DESIGN / INTERIORS EXPERIENCE

EXECUTIVE ASSISTANT / DESIGN OPERATIONS SUPPORT

KBCO Interior Design | Orlando, FL | Dec. 2022 - Jul. 2023

- Supported high-end hospitality design work connected to Universal Studios and Loews Hotels through vendor coordination, client communication, workflow tracking and design operations support.
- Coordinated project information, PR outreach, visual communication and materials selection communication within a fast-moving interior design environment.

SELECTED BUSINESS DEVELOPMENT + FINANCE LEADERSHIP

DIRECTOR OF INVESTMENT BANKING

Diamond Capital Advisors | Los Angeles, CA | Oct. 2017 - Oct. 2020

- Managed M&A, capital raising, commercial real estate and middle-market transaction workflows totaling \$100M+ in enterprise value and private placement activity.
- Built and managed prospect pipelines with business owners, family offices, private equity firms, strategic buyers, real estate principals, legal advisors and wealth management referral sources.

REGIONAL SALES MANAGER

The Fund / Old Republic Title Company | Orlando, FL | Oct. 2021 - Jul. 2022

- Led sales operations and performance management for 9 Business Development Advisors, introducing KPIs, consultative sales coaching, digital engagement and client retention protocols.

VICE PRESIDENT, CLIENT DEVELOPMENT

CapHarbor | Beverly Hills, CA | Jan. 2003 - Jan. 2009

- Led nationwide referral development, strategic partnerships, sales outreach, educational events and marketing initiatives for private placement 1031 exchange real estate offerings.
- Built alliances with high-net-worth advisors, real estate principals, 1031 facilitators, title companies, attorneys, family office networks, brokerage teams and investment partners.

EDUCATION + INTERIOR ARCHITECTURE COMPETENCIES

Master of Fine Arts, Interior Architecture & Design | Academy of Art University, San Francisco | Expected Dec. 2026

- Relevant competencies include Revit and AutoCAD construction documents, floor plans, RCPs, finish plans, elevations, details, lighting, sustainable design, ADA / universal design, material specification, FF&E and visual presentation.
- Applied project focus includes hospitality, multicultural community environments, commercial interiors, concept development, color psychology, furniture schedules and client-driven design narratives.

Bachelor of Arts, Behavioral Science & Law | University of Wisconsin-Madison

Certificate, Real Estate Finance & Investment | Extension Program

IMMEDIATE CONTRIBUTION

Create qualified A&D target lists, open high-value relationships, support presentations and lunch-and-learns, assist with material research and FF&E, organize CRM follow-up, strengthen sales messaging and help convert design interest into measurable pipeline.