

# Jason Kurth

Sales Manager • Brand Developer • Marketing Strategist

Chicago, IL 60641

773.782.0273

[jason.a.kurth@gmail.com](mailto:jason.a.kurth@gmail.com)

[linkedin.com/in/jason.a.kurth/](https://www.linkedin.com/in/jason.a.kurth/)

Experienced sales leader in B2B hospitality, specializing in relationship-building with A&D and purchasing segments. Skilled in communication strategy and cross-functional collaboration for exceptional customer service.

## EXPERIENCE

### Harbour, Los Angeles, CA

JULY 2023-May 2025

#### Midwest Hospitality & Contract Sales Representative

- Organized and planned customer-based activities to increase visibility for the Harbour brand.
- Targeted and developed relationships with key design in purchasing and design firms in the Midwest, focusing on Chicago and Minneapolis.
- Developed presentations to effectively communicate product information to design firms.
- Increased sales by 400% in a neglected market through sales activity listed above

### FOH Worldwide - room 360 brand, Miami, FL

DECEMBER 2014 - JUNE 2023

#### Strategic Development Senior Manager, Design & Purchasing

- Introduced a new product segment.
- Enhanced relationships with design and purchasing firms, especially at the principal level, by attending national networking events.
- Maintained design firm specifications by working with purchasing firms to provide pricing that was advantageous to all parties.
- Managed all design and purchasing sales reps, including the hiring and onboarding of new reps, and provided corporate support at the territory level.
- Created marketing initiatives to promote both FOH Inc. brands, focusing on interior designers.

## SKILLS

Brand development & strategy

Budget planning & achievement

Business development and client networking

Change management

Cross-functional collaboration

Leadership development

Market analysis

Product development

Sales rep management

Strategic planning

## EDUCATION

### Bachelor's Degree, Journalism

The Ohio State University  
Columbus, OH

## PROFESSIONAL ORGANIZATIONS

HOTEC | 2021-2022

Advisory Board Member

NEWH Inc | 2020-2021

Marketing Director, Chicago  
Chapter

### **Senior Sales Manager, Design**

- Tripled specifications within the first year of the position, which was created for me.
- Created relationships with design firms nationwide to develop specifications for hotel and restaurant projects.
- Developed engaging marketing strategies to grow interaction with design firms nationwide
- Collaborated with the internal product development team on new products reflecting evolving hospitality needs.

### **Senior Regional Sales Manager, East**

- Implemented regional sales model for all territories, sustained 15%+ yearly growth.
- Enhanced and grew the room360 brand, focusing especially on New York, Boston, and Miami markets.
- Significantly increased brand presence for a product category that had traditionally been unnoticed by the hospitality design and purchasing community.
- Collaborated with end user properties to select and purchase products that had not been specified by designers.

### **MTS Seating, Temperance, MI**

APRIL 2005 - NOVEMBER 2014

#### **National Accounts Manager**

- Promoted to an outside sales position to further develop B2B relationships.
- Established and enhanced connections to grow sales with design, procurement, and corporate clients.
- Developed educational presentations to assist customers, especially designers, select products..

#### **Sales Coordinator**

- Internally managed projects for multiple territories.
- Managed projects that resulted in orders, including quoting, follow up, and customization.
- Internally managed corporate programs for national accounts, including restaurant chains, hotel brands and senior living companies.