

— STRATEGY, SYSTEMS & GOVERNANCE ARCHITECTURE

Jeffrey A. Hinson

Converting complex FF&E expertise into a governed execution system — through strategy, brand definition, data architecture, and digital development.

LOCATION

Richmond, Virginia

EMAIL

jeff@ffesherpa.pro

LINKEDIN

linkedin.com/in/jeffreyhinson

WEBSITE

hinson.consulting

— PROFESSIONAL SUMMARY

Strategy and systems leader with more than 25 years spanning business strategy, eCommerce, marketing, information systems, digital transformation, and emerging AI. Within SHERPA, he led the strategic and systems work that turns FF&E expertise into a defined, governable execution model — brand and market definition, execution-system architecture, governance framework, service structure, data-intake methodology, single-source-of-truth model, digital platforms, and client tools. Operating at the intersection of strategy, information, technology, and execution, his role is to make complex project activity **explicit, structured, measurable, and accountable** — from early definition and stakeholder alignment through data capture, decision control, scope governance, and outcome accountability. This systems discipline lets SHERPA operate as an integrated extension of ownership rather than a disconnected collection of consultants, designers, procurement providers, and installers.

— CORE COMPETENCIES

— FF&E Execution-System Architecture

— Governance Frameworks, Decision Gates & Accountability

— Data Intake, Normalization & Single-Source-of-Truth Design

— Executive Research, Client Strategy & Presentation Development

— Business Strategy & Operating-Model Development

— Brand Definition, Positioning & Controlled Messaging

— Digital Platforms, Workflow Systems & AI Enablement

— Cross-Functional Process & Information-System Integration

SHERPA FF&E

JUNE 2023 - PRESENT

STRATEGY & SYSTEMS ARCHITECT

- Architected SHERPA's strategic and operating framework, translating complex FF&E experience and ownership requirements into a structured execution system.
- Defined the SHERPA brand, market position, value architecture, controlled terminology, service model, and executive narrative.
- Developed the governance structure that controls scope, decisions, responsibilities, evidence, risk, and execution accountability — structuring SHERPA around an integrated core execution system with governed, optional service spokes rather than a loose collection of providers.
- Designed the project data-intake and information-management model that organizes requirements, specifications, stakeholders, vendors, budgets, decisions, risks, dependencies, and execution status — with single-source-of-truth disciplines that keep approved information controlled, traceable, and consistently applied.
- Built the digital platforms, dashboards, client environments, research tools, presentation systems, and AI-supported workflows that make the SHERPA model repeatable, scalable, and auditable.
- Supports client research, diligence, strategic framing, executive presentations, and governed execution for complex hospitality, golf, club, and property-development initiatives.

Hinson Consulting Group

JANUARY 2014 - PRESENT

FOUNDER & PRINCIPAL

- Founded and leads a strategy and systems consultancy modernizing businesses across eCommerce, marketing, information systems, technology, operations, and AI.
- Develops integrated business systems connecting strategy, workflow, data, technology, automation, customer experience, and governance — replacing fragmented processes and isolated tools with structured operating models built for scale, visibility, and decision quality.
- Leads strategic research, business-model development, digital-platform architecture, process improvement, and executive communication, ensuring technology serves defined operating requirements rather than becoming a disconnected initiative.

CREVOX

JANUARY 2002 - PRESENT

FOUNDER & SYSTEMS ARCHITECT

- Developed an AI-systems framework for governed, business-aligned application of artificial intelligence, structured knowledge, automation, and agentic workflows.
- Designs AI capabilities around defined business problems, approved sources of truth, controlled data, validation requirements, human decision gates, and measurable outcomes.
- Integrates AI into broader operating systems — private-data, knowledge-management, workflow, and orchestration approaches that raise capability without sacrificing accountability or control.

Stanley Furniture Company, Inc.

MARCH 2017 – APRIL 2018

VICE PRESIDENT, MARKETING & INFORMATION SYSTEMS

- Led marketing and information-systems functions, aligning brand, digital commerce, information, and technology priorities with corporate strategy.
- Directed modernization connecting customer requirements, channel strategy, operational processes, data, and infrastructure — improving visibility, coordination, and execution across functions.

TDBBS, LLC

MARCH 2014 – MARCH 2017

DIRECTOR OF ECOMMERCE & INFORMATION TECHNOLOGY

- Led eCommerce and information technology through a period of significant growth, connecting digital revenue channels with the platforms, infrastructure, reporting, and controls required to scale.
- Directed cross-functional technology and process initiatives across eCommerce, operations, marketing, customer experience, and business reporting.

PoshBrands, LLC

APRIL 2012 – DECEMBER 2013

DIRECTOR OF ECOMMERCE

- Directed eCommerce strategy, digital operations, analytics, and process improvement.
- Evaluated internal and external processes to reduce cost, improve ROI, and strengthen executive decision-making — connecting online customer activity to operational requirements and measurable performance.

— PROFESSIONAL FOUNDATION

Hinson's career has consistently operated across disciplines organizations usually manage separately: strategy, marketing, digital commerce, information systems, technology, data, process design, and execution. That cross-functional background is central to his SHERPA role. FF&E execution does not fail solely because of furniture, fixtures, equipment, procurement, or installation — it fails when strategy, information, authority, decisions, scope, stakeholders, and downstream actions are not governed as one connected system. His work within SHERPA is to build and maintain that system.

— CLOSING STATEMENT

SHERPA's FF&E expertise defines what must be understood. Its governance and systems architecture define how that expertise becomes controlled execution. Jeffrey A. Hinson's role is to keep SHERPA's strategy, information, digital infrastructure, governance standards, and client-facing systems aligned around one objective: **protecting ownership by making complex FF&E execution visible, structured, accountable, and manageable.**