

FOLLOW UP AND FOLLOW THROUGH

PIVOT

The motto that Anthony Jenkinson, VP and General Manager for Pivot Interiors lives by. “It sounds simple and like common sense, but is often becoming uncommon,” says Anthony.

Pivot Interiors, one of our Platinum sponsors, is a company with an expert team of innovators, creators, and thought leaders. They are known for creating exceptional solutions for companies of all sizes, from start-ups to Fortune 500s. California born and raised, they are proud to have showrooms and trusted clients up and down the coast. We had an opportunity to sit down with Anthony to talk about trends, how CoreNet benefits Pivot’s business, and a little snapshot of life outside of work.

Trends in the market relate to clients as well as the market itself. Anthony mentioned, “While the profile of our clients remain similar, the services and expectations for furniture dealers have grown and requires a great deal of depth with new ancillary sourcing, outdoor/site furniture, pre-fabricated construction, AV/IT integration and even acoustics.”

Over the years, furniture has changed. Ancillary is the new primary bulk of furniture packages as clients are requiring more elements in the built environment to provide choice. In the past, ancillary products were limited to 8-10 vendors. Today that list is 40 vendors or more, as well as incorporation of online companies that were not seen previously in the corporate market. The catalog selection from years ago has opened up to the “Farm to table of furniture” as Anthony mentions.

Clients are requiring a single point of contact and projects are moving more rapidly. Fortunately to support this, the furniture dealer is more a part of the team and not just a vendor. This also allows them to play a bigger role, but also pushes their staff to provide a wider variety of tasks and skills. The biggest challenge is the race for talent as we are seeing across the industry and the shifting demographics and generations in the workplace backfilling with the experience and talent.

Anthony sees a value in CoreNet with the top-level people that it attracts, along with the deep knowledge it provides in its education programs and broad network. The organization stands out as it is more of a Corporate Real Estate-based association in lieu of vendor only. Although the loss of corporate headquarters has created a lack in CRE professionals in the Los Angeles area, CoreNet still remains as one of the top attractions.



When Anthony is not running Pivot, Southern California he is busy with his two happy and healthy boys, his greatest achievement to date. We thank Anthony and Pivot for their time, resources and support of CoreNet SoCal and being a Platinum sponsor.