

# Bee Setups Names Director of Operations to Lead Nationwide Fulfillment

*Design, procurement, logistics and field installation now report to a single executive owner as the firm formalizes delivery across all 50 states.*

MIAMI, FL, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Bee Setups, the nationwide short-term rental furnishing and design firm, today announced the appointment of Abigail Luna as Director of Operations. The appointment consolidates design coordination, procurement, logistics, and field installation under a single executive owner, and represents the firm's most significant investment to date in the operating infrastructure required to deliver at national scale.

The short-term rental market has matured into an environment where supply has expanded faster than operator sophistication, and where performance between comparable properties in the same market varies widely. Furnishing and design have become an operational discipline rather than a purely aesthetic one. Bee Setups builds its methodology around the three metrics that drive short-term rental revenue: listing click-through rate, average daily rate, and occupancy. Delivering against those metrics consistently, in every market the firm serves, is a logistics and process problem before it is a design problem.

## Executive Appointment

As Director of Operations, Luna holds end-to-end accountability for project delivery, from design handoff through procurement, logistics coordination, and on-site installation. Both the operations and purchasing functions now report through the role. The structure replaces a model in which those functions reported through separate channels, establishing a single point of executive ownership for delivery quality, timeline integrity, and client experience.

"Furnishing a short-term rental is not a design exercise with a delivery step attached to the end of it. It is an operational sequence where every stage has to hold," said Abigail Luna, Director of Operations at Bee Setups. "My focus is on making delivery predictable. Predictability is what allows a company to scale without the client experience degrading, and it is what an owner is really buying when they hand over a property."

## Building the Operating Spine

The appointment sits within a deliberate buildout of the firm's operating infrastructure through 2026. Bee Setups has expanded in-house design capacity, established a dedicated purchasing and procurement function, and added project coordination staff supporting delivery across its service tiers. Work now underway under the operations function includes formalized service level standards, documented delivery procedures, and regional execution partners in the firm's highest-volume markets.

The company operates a vertically integrated model in which design, supplier relationships, procurement, logistics, and field installation sit under one team and a single flat-fee contract, rather than being brokered across third-party vendors. That structure is what the operations function now governs.

Clients receive a line-by-line purchasing list detailing item, quantity, and unit price, paired with design renderings, before any procurement begins. Clients can add, edit, or remove items at that stage. All furniture carries manufacturer warranty, and client financing is available through third-party providers subject to approval.

"The demand for professionally furnished short-term rentals is not in question. The constraint on this industry is delivery," said John Stevens, Director of Customer Success and Partnerships at Bee Setups. "This year we are building the backbone. Bringing senior operational leadership into the seat, with the full fulfillment chain reporting to it, is the piece that makes everything downstream of it repeatable."

## Growth and Outlook

Bee Setups surpassed its full prior-year revenue before the close of the first half of 2026. The firm serves the full operator spectrum, from first-time hosts through arbitrage and syndication groups deploying growth and private equity capital, across four service packages spanning studio condominiums to luxury estates.

Bee Setups expects to continue maturing its executive leadership through 2027, with additional senior appointments planned across operations, revenue, and finance. Alongside that, the firm is investing in standardized delivery infrastructure and a broadening product offering, extending the model beyond bespoke project work as it scales its national footprint.

For more information about Bee Setups and its [approach to short-term rental furnishing](#), visit [beesetups.com](https://beesetups.com). Client reviews and [completed project outcomes](#) are published at [beesetups.com](https://beesetups.com).

## About Bee Setups

Founded in 2020 and headquartered in Miami, Florida, Bee Setups is a nationwide furnishing and design firm serving short-term rentals, midterm rentals, and personal residences across all

50 U.S. states. The firm operates a vertically integrated model that brings in-house design, supplier relationships, procurement, logistics, and field installation under one team and a single flat-fee contract. Bee Setups builds its design methodology around the metrics that drive rental performance: listing click-through rate, average daily rate, and occupancy. Learn more at [beesetups.com](https://beesetups.com).

Bee Setups

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