

Vince Stroop joins Jeffrey Beers International

March 4, 2019



Jeffrey Beers International has announced the appointment of Vince Stroop as its first Partner. Serving as an Executive Design Director, Stroop will work to develop new creative business opportunities whilst contributing to the evolution and international growth of the 50-person studio.

“I admire Vince for his design talent and management skills, and he wonderfully complements our firm’s thirty-plus years of history, our incredible team of architects, interior designers and graphic designers, and our signature look of warm and inviting interiors,” comments Jeffrey Beers, founder and President of Jeffrey Beers International. “With the firm’s growing portfolio and expanding international recognition, the entire JBI team is delighted to have Vince’s additional support, creativity and experience.”

“I had the pleasure of working with Jeffrey and his team several years ago on a few key projects, and through those interactions I have always admired the level of design and sophistication of his studio.” Stroop adds. “It has been a complete honour to be asked to join him as a partner, and I am thrilled to be working with a legend and the talented team of architects and interior designers at JBI. Together we are looking to create the next generation of thoughtful and imaginative design possibilities.”

Stroop returns to JBI from Stonehill Taylor, where he was a principal focusing on community-based hospitality throughout North America and international locations including London, Moscow, Hong Kong, Abu Dhabi, Dubai and Riyadh. He has over 25 years of experience leading the design of prominent public and private spaces, with his work encompassing luxury residences, libraries, wineries, and restaurants. His projects include work for leading hospitality brands such as Rosewood Hotels & Resorts, Intercontinental Hotel Group, Raffles, Hyatt Hotels and Resorts, Marriott International, Kerzner International Resorts, MGM Resorts International, and the Sydell Group.

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