

**People**  
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## Vince Stroop Joins Jeffrey Beers International

March 6, 2019



Jeffrey Beers International (JBI) has welcomed Vince Stroop to the practice to serve as executive design director and partner. Formerly a principal with Stonehill Taylor, Stroop will develop new business opportunities with JBI and play an instrumental role in the evolution of the 50-person studio in New York. An industry veteran with more than 25 years of experience, Stroop has lent his design expertise to brands including Rosewood Hotels & Resorts, InterContinental Hotel Group, Hyatt Hotels and Resorts, Marriott International, and the Sydell Group.

“I admire Vince for his design talent and management skills, and he wonderfully complements our firm’s 30-plus years of history, our incredible team of architects, interior designers and graphic designers, and our signature look of warm and inviting interiors,” says JBI founder and president Jeffrey Beers. “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 honor 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.”