

# Jeremy Vandermeij

Director of Marketing + Sponsorship at  
IIDEXCanada

Toronto, ON, CA

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## Biography

I am currently the Director of Marketing and Sponsorship at IIDEXCanada where I am responsible for managing the brand, creating the marketing program and managing budgets, securing sponsorship, driving demand, building social capital, managing and programming the 100 seminar conference and expanding the cultural content of the show. I'm also an instructor of 4th Year Interior Design Independent Thesis at Ryerson University School of Interior Design. I have worked as a designer for 10 years in marketing, communications, architecture and interior design and have been art-making since I was old enough to negotiate tools. My experience includes Director of Marketing and Creative at the Gladstone Hotel, Co-Founder and Executive Director at the Toronto Design Offsite Festival, Co-Founder and Marketing Director at Public Displays of Affection, curator of Come Up To My Room and Designer at Roundabout Studio Inc, ALSOP Architects and the Design Exchange. I am available for public speaking engagements.

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## Industry Expertise

Non-Profit/Charitable, Design, Advertising/Marketing

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## Areas of Expertise

Community Engagment, Curation, Holistic Marketing and Programming

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## Affiliations

Ryerson University

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## Education

Ryerson University

Bachelor of Interior Design Interior Design

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## Accomplishments

### **Co-founded Public Displays of Affection (PDA)**

PDA created community engaged design projects that improved communities. This was achieved by holding workshops with communities in need and teaching them how to make and remake things like furniture. Then, these objects were put out into the communities they were made in. PDA also reached out to the design community and universities to engage professionals in all stages of their career.

### **Co-Founded Toronto Design Offsite Festival**

The Toronto Design Offsite Festival (TO DO) is an annual city-wide festival for the exhibition and engagement of independent design in Toronto, showcasing unexpected prototypes, immersive installations, and unique programming. TO DO provides exposure for the country's most promising designers and introduces the public to the practice of design with events featuring great thinkers, practitioners and educators.

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