



For Immediate Release

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## IDA Appoints New VP of Marketing and Business Development

(London, July 6th, 2020) The Farmani Group is delighted to welcome Jill Grinda as VP, Marketing and Business Development for the [International Design Awards \(IDA\)](#), a competition which recognizes and promotes hundreds of designers each year across numerous categories globally.

Grinda will be initially based in London reporting to the Farmani Group Founder, Hossein Farmani. Her role is to lead on marketing as well as to drive business development for the IDA Awards, which recognizes and promotes legendary design visionaries and to uncover emerging talent in Architecture, Interior, Product, Graphic, and Fashion Design. "I am thrilled to be joining the Farmani Group and returning to my design awards roots," Grinda said. "The creative industries are a passion of mine, and I look forward to building and expanding the IDA Awards further."

Farmani commented on the appointment: "We have had an exciting thirteen year history with the IDA Awards and the next step is to leverage more strategic partnerships in the industry to take the competitions to the next level. Jill's depth of skill set in business development, strategy, leadership, media and communications can help the Farmani Group to achieve this."

Grinda is an accomplished entrepreneurial professional with more than twenty years global experience in business development for leading multinational media and entertainment brands including Bloomberg, CNBC, Al Jazeera, Euronews and Reuters. Grinda lived in Paris for sixteen years and then spent six years in Hong Kong where she was Executive Director of fashion NGO Redress which organises the world's largest sustainable fashion design competition. Her roots are in fashion and she spent five years in the early part of her career working for the Australian Wool Corporation organising an Australian fashion design competition called the Young Designer Awards.



Photo: Chris Russell

A full list of this year's IDA winners can be viewed [HERE](#).

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International Design Awards (IDA) exists to recognize, celebrate and promote legendary design visionaries and to uncover emerging talent in Architecture, Interior, Product, Graphic, and Fashion Design. IDA aspires to draw attention to the iconoclasm of design worldwide that is conceptualizing and producing great work. Farmani Group assembled IDA in 2007 which has now become one of the leading Design Awards in America, awarding and promoting hundreds of designers each year.

Farmani Group, established in 1985, is the organizer of International Design Awards (IDA), Architecture MasterPrize (AMP), European Product Design Awards (EPDA), Prix de la Photographie in Paris (PX3), London International Creative Awards (LICC), International Photography Awards (IPA) and the Annual Lucie Awards for Photography, which has emerged as one of the world's most prestigious photography awards.

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