

JZ

JENN ZELLA

Co-Founder & Chief Visionary Officer

Naples, FL

B.A. Finance | B.S. Interior Design

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ABOUT:

Jenn Zella is the Co-Founding Principal and Chief Visionary Officer at CID Design Group, a highly purpose-driven design firm with an affinity for hospitality, resort, well-being, public realm, and luxury community design, with projects in 40 states, Canada, the Caribbean, and Europe. CID's core focus is Interior Architecture and Design, Brand Design, Product Design, and Design Forecasting.

With over 25 years of experience in the industry and a long family legacy of architects, designers, builders, and the fine arts, Jenn has been a driving force behind the firm's success, growth, and culture, earning CID recognition for 7 consecutive years as one of the top 100 design firms by Interior Design Magazine.

Jenn's expertise has led to countless speaking engagements at national and international industry events and conferences, where she shares her insights on designing for the future, elevating creativity, building an inspired culture and workplace, and her beloved pursuit of Conscious Design. Her commitment to creating exceptional work has led CID to collaborate with some of the largest developers worldwide, work alongside renowned artists, and create licensed products, including the recently launched tile collection 'Brick and Brush' with Audrey Lane, revealed at BDNV.

Jenn is a thought leader, an innovative ideator, a rule breaker, an adventure seeker, and a creative altruist. She is passionately committed to inspiring us all to leave it better, to design with purpose, and to create lasting design that leaves the world a healthier, happier, and more beautiful place.

KEY PROJECTS:

Design directed every project in portfolio.

SPEAKING

ENGAGEMENTS:

- Shaw Multifamily Symposium Keynote Speaker + Creativity Workshop| Atlanta, Fall '23
- Tech in Design and Wellness for Hines | Fall, '23
- Dawn McKenna Group Coldwell Bankers | International Luxury Alliance (ILA) | Spring '23
- Apartmentalize | San Diego, Summer '22
- Hines Global Executive Team, Virtual | Fall '20
- Crescent Communities Annual Conference | Fall '19
- Dawn McKenna Group Coldwell Bankers | International Luxury Alliance (ILA) | Summer '19
- Lennar National Development and Management Webinar | Spring '18
- Crescent Communities Investors Conference | Fall '17
- Crescent Communities Forecast Presentation | Winter '17