



Jean-Paul Morresi, B.Arch, RDI

Founder & CCO

Jean-Paul Morresi is the founder and Chief Creative Officer of Outside, a retail focused creative agency in Toronto, Canada. Over 3+ decades, Jean-Paul has worked across 5 continents, run offices in Toronto, Stockholm and Dubai, overseen a Shanghai based creative team, and led projects teams across the Americas and Europe.

An Architecture graduate of the University of Toronto, his unique background weaves marketing, merchandising, design and construction into an interdisciplinary approach where creative, strategic and executional acumen conspire, delivering customer focused, performance driven retail and brand experiences.

A regular contributor to industry publications, Jean-Paul currently sits on the Retail Touchpoints/design:retail Editorial Advisory Board, the Advisory Board of retail technology company Virtual Visions, and Curriculum Advisory Committees for Humber College's Interior Design and the Sheridan College's Visual Merchandising Programs.