

# Derek “Drex” Jancar

Co-Founder, The Remix Project | Chief Executive Officer, October's Very Own (OVO)

BRAND BUILDING · CULTURE STRATEGY · RETAIL EXPANSION · PARTNERSHIPS & COLLABORATIONS · LEADERSHIP · CREATIVE ECONOMY

## THE PITCH

The operator behind OVO's global rise, translating street culture into scalable brand, retail, and partnership strategy.

## FULL BIO

Derek Drex Jancar is the CEO of October's Very Own (OVO), the iconic lifestyle brand that started in Toronto and grew into a global cultural powerhouse. With over 13 years at the helm of OVO's growth—first as Chief Financial Officer, then Chief Operating Officer, and now CEO—Derek has helped lead the brand's evolution from a passion project into an internationally recognized name in music, fashion, and culture.

From collaborating with Jordan Brand and the Toronto Raptors to opening flagship retail stores in global markets, Derek's leadership has been instrumental in putting Canadian creativity on the world stage. He's helped prove that you don't need to be based in New York, L.A., or Paris to shape global culture—you can build something world-class, rooted in Canadian identity, and have the world take notice.

Prior to OVO, Derek co-founded The Remix Project—a nonprofit that helps underserved youth break into the creative industries by giving them access to real mentorship, training, and opportunity. He also launched Artist Group Management, where he worked directly with artists and creators to build careers on their own terms.

Derek's journey is proof that business can be both cultural and community-driven—and that when you lead with purpose, people follow.

## CONNECT

Website · [spokenartists.com/speakers/derek-drex-jancar](https://spokenartists.com/speakers/derek-drex-jancar)

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## SIGNATURE KEYNOTES

**Built Different: The Playbook for Leading Culture, Creativity, and Teams That Actually Move People.**

Derek “Drex” Jancar has spent his career helping build brands, teams, and communities that thrive on creativity—from co-founding The Remix Project, a new model for creative education, to leading October’s Very Own from a Toronto-born idea into a globally recognized lifestyle brand.

In this keynote, Derek pulls back the curtain on what it really takes to lead creative people, build cultural relevance, and scale without losing soul. He shares the lessons behind growing OVO into a direct-to-consumer brand with global reach—and what organizations of any size can learn from the way real culture is built.

This isn’t theory. It’s a real-world blueprint for:

- Creating environments where creativity isn’t just encouraged—it’s expected
- Building brands that connect, not just convert
- Bringing real impact into the work—without needing a nonprofit label

Whether you’re leading a creative team, launching a brand, or rethinking how your culture actually shows up, this talk will challenge how you define leadership and unlock new ways to think about creativity at scale.

Because creativity isn’t a department. It’s a mindset. And the future belongs to the teams that know how to lead it.

## IMAGE LIBRARY

Original high-resolution color files are included alongside this PDF in the ZIP download.



PORTRAIT



STAGE

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Full digital profile, video reel, and additional press-kit assets: [spokenartists.com/speakers/derek-drex-jancar](https://spokenartists.com/speakers/derek-drex-jancar)