

## Office Concierge promotes Anthony Laser to MD to reimagine the future of reception management services

4 years ago



**Office Concierge** (OC), a leading independent provider of reception management services, has promoted Anthony Laser to managing director to lead the company at a pivotal point of growth and digital transformation.

Laser's appointment follows his position as head of commercial and his 10-year career with Office Concierge. In his new role Laser will guide business strategy to enhance client services, support operations, spearhead technical innovation and expand the company's geographical footprint.

With a vision to further support employee wellbeing and enhance company culture, Laser will also focus on supporting a workforce that is split across multiple client sites with improved employee engagement and communication initiatives. He will cultivate internal progression opportunities with new learning and development programmes and enhance international opportunities for colleagues with Office Concierge's global partners in the Armonia Group.

Laser joined the business in 2012 and spearheaded the growth of Privée, OC's Concierge & Lifestyle division taking revenue to over £2m per year. Six years later, Laser became head of commercial following the company's acquisition by Armonia in 2018. In this role Laser grew OC's residential division with contracts including Cadogan Estates and Battersea Power Station, as well as securing the company's first nationwide contract. OC now operates in cities including Leeds, Birmingham, Manchester.

At the forefront of innovation, Laser launched the organisation's security division in 2021 and continues to

develop the scope of services offered to drive customer experience.

Guillaume Amar, CEO of Armonia Group said: "I'd like to congratulate Anthony on his promotion. Given his passion for service, commercial insight and dedication to the business, Anthony fully represents the Armonia Group team spirit and is absolutely the right person for the role. I can see that the passion among the Office Concierge team combined with Anthony's energy and fresh ideas, will spearhead the company to new heights."

Anthony Laser, managing director at Office Concierge added: "After 10 years at Office Concierge, I'm honoured to have the opportunity to take on the role of managing director and guide the business into a new era, into OC 2.0. The hospitality industry faces significant challenges and now is the time to redefine what success looks like with a strategic, innovative plan.

"I am immensely proud of the team at Office Concierge and the dedication shown. The team continue to smile, take pride in their work and deliver the premium services we are renowned for. I look forward to rolling our significant new technologies that are going to revolutionise how we operate to ensure we are able to support our teams and clients, every single day."

This pivotal transition period for Office Concierge sees the appointment of Jo Newton as head of operations, previously Group welcome services manager for PWC; and Nigel Wilby as the company's IT Director. Wilby was appointed by Office Concierge's parent company [Armonia Group](#) and the role is shared with [Anabas](#), a boutique, full-service facilities management (FM) company.