

NEW FLEXIBLE SPACE ASSOCIATION CHAIR TAKES OFFICE

2 years ago



A new Chair of the [Flexible Space Association's Board](#) has taken office for the start of the new year.

Andrea Kolokasi, Head of Business Development at [Workspace Group](#), takes over the voluntary role from Freya Cross. Freya, Head of Business and Corporate at [The Deep Business Centre](#) in Hull, had held the post for four years; she remains a member of the Board.

Andrea has over 20 years' experience in the flexible workspace industry. Her role at Workspace is focussed on expanding their offer, adding value to the customer experience and forging valuable relationships for the company. She has launched and manages over 120 meeting rooms for Workspace, which have proved extremely popular with both customers and external users, and launched the customer App.

Speaking about taking on her new role, Andrea said: *"After five years on the Board of FlexSA, I'm honoured to be taking on the role of Chair of an organisation providing such an excellent platform for companies and suppliers of different sizes to share knowledge and support each other."*

"As the flexible office space industry has become more mainstream and resilient over the past few years, it is an ideal time to represent the industry. The flexible office space industry is no longer just about property; it has become more of a people business at its core. Quality service and customer experience are the heart of the industry, and I am passionate about promoting customer-centric practices and expertise."

Freya commented: *"The Flexible Space Association has a bright future ahead, and it's been a pleasure to play such a role in its journey thus far. The industry has seen huge growth in recent years and there's a*

real sense of momentum and energy within the Association which is brilliant to see.”

Andrew Butterworth, Chief Commercial Officer at [Bruntwood](#), took on the role of Vice-Chair of the Flexible Space Association’s Board in the autumn. Andrea and Andrew were elected to their positions by [fellow Board members](#).

FlexSA’s Executive Director, Jane Sartin, commented: *“I am hugely grateful to Freya for her unstinting support for FlexSA’s work, which included chairing the Board through the challenging times of the pandemic. She will continue to play an important role as a member of the Board.*

“We have much to continue to build on with Andrea as our new Chair, working with Andrew, the Board and the wider membership to the collective benefit of the industry.”

The Flexible Space Association’s Board meets five times a year to oversee and steer the work of the Association. Elections are held annually, with the Board reflecting the wide range of different sized companies within the Association’s membership. Representatives of FlexSA’s Service Provider members are also elected to attend Board meetings.

Andrea Kolokasi (left) and Freya Cross (right) are pictured at the Flexible Space Association’s Gala Dinner in November 2023.