

Flex workspace provider Orega boosts Board with new senior appointments and promotions

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Orega, the flexible workspace provider, is boosting its senior management team with two new appointments and a senior promotion. The changes have been made to increase the management capacity of the business following the last 18 months of significant growth.

Laura Walker becomes Chief Revenue Officer

Laura is promoted from Sales and Marketing Director to Chief Revenue Officer.

In her new role Laura will take responsibility for Orega's overall revenue generation strategy and its implementation, including renewal and retention strategies. She will also retain responsibility for Orega's marketing function and will lead on the aesthetic design of the new centres, as well as overseeing the presentation quality of all Orega locations.

Laura continues in her position as a Board Director of Orega.

Laura joined Orega in 2019, bringing significant brand experience to the business. She has since developed a wide range of industry relationships and knowledge to provide today's flex occupiers with the product they demand.

David Kinnaird joins to become Chief Operations Officer

David Kinnaird has been recruited as COO to lead all customer service and centre operational activities

across the business including new centre delivery, IT and compliance and estate management.

David will be joining Laura on the Board of Orega.

David has nearly 25 years of experience in the flex workspace sector, initially at MWB Business Exchange, then as COO of Avanta Serviced Office Group plc and more latterly at essensys where he led customer success and operations.

Sophie Turnbull joins to be new Commercial Director

Sophie Turnbull has joined Orega as Commercial Director and will take responsibility for the oversight of field sales activities. She has considerable industry experience having spent thirteen years at Instant Offices, becoming Director of Global Operator Relations; before becoming Commercial Director at Work.Life. She joins from Huckletree where she has recently been Commercial Director with responsibility for marketing, sales and operations. Sophie was also responsible for driving the BCorp certification, impact report and sustainability initiatives across the business.

She will work closely with Orega's existing management team to accelerate the company's growth plans and will initially concentrate on helping drive revenue growth, concentrating on sales and retention across the business. Sophie will report to Laura Walker, Orega's Chief Revenue Officer.

As a leading flex space provider, Orega has expanded rapidly in the last twelve months, opening nine new locations across the UK including at 80 the Stand in the West End, Ingenuity House in Birmingham, 51, Lime Street and 70 Gracechurch in the City of London, No 2 St James' Gate in Newcastle and Broadgate in Leeds.

It now operates 27 centres across the UK, in partnership with landlords and corporate occupiers, comprising 675,000 sq ft.

The company's stated aim is to double in size over the next three years, continuing to partner with landlords and corporate occupiers to provide flexible workspaces via management agreements; its specialism in which it has more than 20 years of experience.

These new appointments will increase its management capacity to deal with both recent and future growth plans.

Alan Pepper CEO of Orega said, "It's an exciting time for Orega and the flex industry generally. As flex comes of age most businesses now have some form of flex space in their real estate strategies: attracted to options that do not tie them into long leases and other long term financial commitments, but also provide them with high quality places to work and to attract staff. We plan to continue our recent substantial expansion by capitalising on this demand."

"We are confident that our new appointments will enhance that growth. In her new role as CRO, Laura Walker will continue to drive Orega's business results, industry relations and brand experience.

We are also delighted to have attracted high quality executives such as both David Kinnaird and Sophie Turnbull to Orega. With their strong track records, reputations and expertise in the market we are confident they will help us to manage and build our business further."