Lexington Reception Services Appoints Johan Joubert as Business Director to Drive Growth and Innovation

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[Lexington Reception Services](link) (LRS), part of Lexington Catering, has announced the appointment of Johan Joubert as business director, reinforcing its commitment to growth, innovation and the delivery of best-in-class reception and workplace services.

In his new role, Joubert will focus on market growth, service excellence and innovation across LRS. He will work closely with existing clients while identifying and capitalising on new business opportunities, further strengthening LRS's position in the market.

By continuing to drive innovation in service delivery and digital customer experience, Joubert will play a key role in energising and enhancing LRS's value proposition, supporting clients as workplace expectations continue to evolve.

Joubert brings more than 25 years' experience across hospitality, real estate and workplace transformation. He most recently held the role of digital placemaking programme manager at British Land, having previously worked at CBRE as host associate programme director and EMEA host lead. He rejoins LRS after a previous three-year tenure as business development manager and a subsequent role as transformation manager at Lexington Catering.

Commenting on his appointment, Johan Joubert, business director, Lexington Reception Services, said: "I'm delighted to be rejoining Lexington and LRS at such an exciting time. The business has a strong reputation for service excellence, and I'm looking forward to building on that foundation by driving innovation,

strengthening client partnerships and supporting the continued growth of LRS."

Matt Wood, managing director, Lexington and Elior at Work, added: "Johan brings a deep understanding of our sector and a proven track record of driving growth, innovation and service improvement. This role is a significant step for LRS as we continue to invest in best-in-class service delivery and strengthen our position in the market."