

Houston & Hawkes Appoints Alex Kristall as Commercial Director

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Independent B Corp caterer [Houston & Hawkes](#) has appointed Alex Kristall as commercial director, further strengthening its senior leadership team as the business continues its sustained growth.

Kristall joined in April and will report to co-founders Simon Houston and Dave Hawkes. In the newly created role, she will focus on developing client partnerships, supporting new business opportunities and providing teams across the business with the guidance they need to succeed.

The new role comes at a time of strong momentum for Houston & Hawkes, following further investment in its senior leadership team earlier this year, continued growth in its client portfolio and its increasingly strong reputation for premium workplace catering and responsible business practices.

Kristall brings extensive industry experience to the business, having previously held senior positions with Gather & Gather, Sodexo and the Good Eating Company. More recently, she worked as a consultant with Sprung Collective, advising businesses across the catering and hospitality sector.

Commenting on her appointment Kristall said: “I’m thrilled to be joining Houston & Hawkes at such a positive and exciting stage in its journey. The business has built a fantastic reputation for both quality and culture, and there is a massive opportunity to build on that momentum. I can’t wait to meet our partners to understand what matters to them and help keep raising the bar.”

Dave Hawkes, co-founder of Houston & Hawkes, added: “Alex brings a huge amount of experience, energy and commercial insight to the business. As we continue to grow, it’s important that we keep investing in senior people who can strengthen client relationships and help us identify the right opportunities for the future. We’re delighted to welcome Alex to the Houston & Hawkes team.”