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THREE NEW STRATEGIC APPOINTMENTS FOR OREGA

High-end serviced office provider Orega has made three new strategic appointments to support the continued expansion of its business centres across the UK.

Phil Perchard has joined as head of sales, Jean Eustace as director of operations and Jessica Cox as marketing manager. All three roles are newly created and reflect significantly increased activity by Orega in the last 12 months.

Phil has worked as a sales manager for a range of different companies, including Neopost, Cannon UK, Hayes Plc and latterly at a rival serviced office operator. His 12 years' experience of the commercial sector follows 10 years as a diver and explosives expert in the army. At Orega, he will put sales processes in place that will help drive the expansion of the business.

Jean is highly regarded in the serviced offices industry and brings 15 years' experience to her role. This included executing and project managing the roll-out of new business centres for two rival companies which will stand her in good stead at Orega. As director of operations, she will be responsible for implementing uniform systems and procedures across Orega's network to support its continued growth.

Jessica Cox joins as marketing manager from Winzer Würth, a leading supplier of assembly products for the construction industry, where she was marketing supervisor for two years. Prior to this, she studied for a degree in advertising and brand management at the University of Creative Arts in Farnham. At Orega, Jessica will be introducing in-house marketing to support current and future office locations, which will ensure consistency through the products, campaigns, events and communications, as well as giving Orega the opportunity to monitor and analyse trends internally.

Paul Finch, co-founder of Orega, comments: "We had a very productive year in 2009, with three new business centre openings and several more in the pipeline. It became increasingly clear that we needed the support of additional skilled practitioners who shared our vision of what the serviced office sector should be capable of delivering, to ensure that we maintained the high standards that we had set ourselves. In Phil, Jean and Jessica, we have found a strong mix of experience and talent to help us to roll out our network of distinctive business centres."