

Americas Head of Flexible Workplace



MELANIE GLADWELL



FLEXIBLE WORKPLACE LEADER SINCE 2003

Melanie's turnaround and expansion achievements at leading flexible workplace providers HQ Global, Regus, Servcorp and Carr have made her a recognized industry leader and innovator in the flexible experiential real estate space.

Professional Affiliations

Prosci® Certified Change Practitioner

Executive Associate, Institute for Independent Business

Education

m-MBA in Integrated Marketing, Rutgers Business School

BA in Communications, University of Delaware

Melanie Gladwell is the Head of Flexible Workplace and Coworking for the Americas at Cushman & Wakefield. She joined the firm in 2019 to commercialize and lead this dynamic and fast-growing sector. Her team of industry experts deliver agile experiential real estate advisory services with institutional insights, tools and products, along with flex brokerage transaction & portfolio management capabilities for both office occupier and property owners.

Summarily, Melanie is a results-driven strategic consulting specialist known for generating profitable incremental revenue streams. She brings more than 20 years' experience in guiding start-ups and large enterprise through growth, turnaround and integration initiatives. Leveraging a varied industry background with a foundation as a builder of services, solutions and products derived from turnaround and expansion leadership roles, Melanie's areas of expertise include customer affinity and loyalty programs, sales & marketing, change enablement consulting with Prosci® certification and flexible workplace. Melanie's accomplishments as a global sales and marketing leader fuel her unique point of view and capability to scale for growth, mentor top flight teams and deliver solutions that drive results.

Prior to Cushman & Wakefield, Melanie served as VP, Global Head of Change Management at RGP, a multinational business consulting firm. She ideated and commercialized the practice through delivery of a differentiating value proposition, customer experience and methodology which produced direct and halo revenue across the practice and the organization. Melanie's team led large enterprise transformational initiatives with clients like Amazon Web Services, Google, Intel and American Express. Her understanding of how to leverage workplace modernization, culture of continuous improvement and employee engagement is the cornerstone of her success.

Since 2003, her senior leadership turnaround and expansion achievements at leading flex workplace providers HQ Global, Regus, Servcorp and Carr have made her a recognized industry leader and innovator in the flexible real estate space.