

# **Glampitect appoint Head of Business Operations**

**Edinburgh-based Glampitect, the UK's No.1 glamping site design consultancy, has appointed Ellen Lawson as its first Head of Business Operations.**

The fast-growing Scottish start-up recently announced the launch of its Middle East operation in Dubai and the appointment of Ellen to the new role comes amid ongoing expansion.

Promoted from Office Manager at the firm's HQ at Lochside Place in the city, she takes on the key role as the firm continues to grow at pace with 15 new employees having joined in the last six months to help meet soaring demand.

"It's really exciting to be part of a start up at the outset and I'm delighted to take on this new role," she said. "It's the beginning of what I hope will be a memorable journey."

The Edinburgh business woman's step-up comes just months after joining co-founders Calum MacLeod and Ali Young at the market-leading consultancy.

"I joined the company basically as office manager and helped bring more structure to the organisation using my experience of managing support functions," she said. "Things evolved quite quickly, though, and this new role represents a fantastic opportunity.

"I'm relishing the responsibility of making key business

decisions to help continue our development and also look forward to growing with the company.

“I love seeing people succeed and grow, and am very big on people creating their own futures and that’s going to be a major part of my job here as we continue the adventure.”



Ellen Lawson

Founded in August 2019, Glampitect is involved in more than 200 glamping projects across Britain, with the move into the Middle East the first phase of a planned global expansion.

Included in the new hires are teams of specialist design consultants, architects and planners, with the firm looking to further bolster its staffing in the months ahead.

Mr MacLeod said: “When Ellen started it was clear to see she was going to go far in the business.

“This is a quick promotion and that shows a few things: how well Ellen has done, how ready we are to reward hard work and how quickly we are growing as a business.

“Ellen has been pivotal in the hires that have led to us having a 300% staffing increase over the last six months and I can’t wait to see how far she and the business go in the coming months.”