

Workspace Geek Appoints Jessica Knapp as Head of Product & Growth to Drive the Next Phase of Growth

THE WOODLANDS, TX, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- [Workspace Geek](#), the leading management platform for coworking and flexible workspace operators, today announced the appointment of Jessica Knapp as Head of Product & Growth, a newly expanded leadership role that brings together product strategy, customer insights, and go-to-market execution.

Jessica joins Workspace Geek at a pivotal time as the company continues to invest in product innovation, AI-powered capabilities, customer experience, and international expansion.

In her new role, Jessica will lead Workspace Geek's Product, Sales, and Marketing organizations, aligning product innovation, go-to-market strategy, and customer insights to accelerate growth and deliver exceptional value to workspace operators.

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"Workspace Geek has always been built around one simple philosophy: listen to customers and build technology that helps them run better businesses," said Roger Bruce, CEO of Workspace Geek. "Jessica brings a unique combination of product thinking, customer empathy, and growth leadership that will help us accelerate our roadmap while

delivering an even greater experience and greater value to our customers."

Unlike traditional software organizations where product, customer success, and marketing often operate independently, Workspace Geek believes the best products are created through continuous collaboration with customers.



Workspace Geek

As Head of Product & Growth, Jessica will focus on accelerating product innovation based on customer feedback.

"I'm excited to join a company that is deeply committed to its customers and to an industry that continues to evolve," said Jessica Knapp. "Workspace Geek has built an outstanding reputation by listening to operators and delivering practical solutions. I look forward to working with our customers and our incredible team to help shape the next generation of the platform."

The appointment reflects Workspace Geek's continued investment in building a world-class leadership team as demand for modern coworking and flex-space management solutions continues to grow.

Founded in 1997, [Morningstar Software](#) has spent nearly three decades helping workspace operators simplify operations. Today, Workspace Geek serves coworking spaces, executive suites, and hybrid workplaces with a modern cloud platform that streamlines billing, scheduling, member management, automation, and business operations.

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