

# CHINA CROSSROADS

Thursday, July 13<sup>th</sup>, 2023, 19:30 – 21:00

## Offline and Booming: Navigating Headwinds in “Space as a Service” as CEO of a Homegrown Success

**Barbara Ex**

Founder and CEO of WhiteSpace

On-Demand Event Space

IPWS 2019 Entrepreneur of the Year

Board Member of Entrepreneurs’ Organization (EO)

Founder and Past President of the MIT Alumni Club



Supported by:

WhiteSpace 留白空间 On-Demand Event Space  
Entrepreneurs’ Organization Shanghai

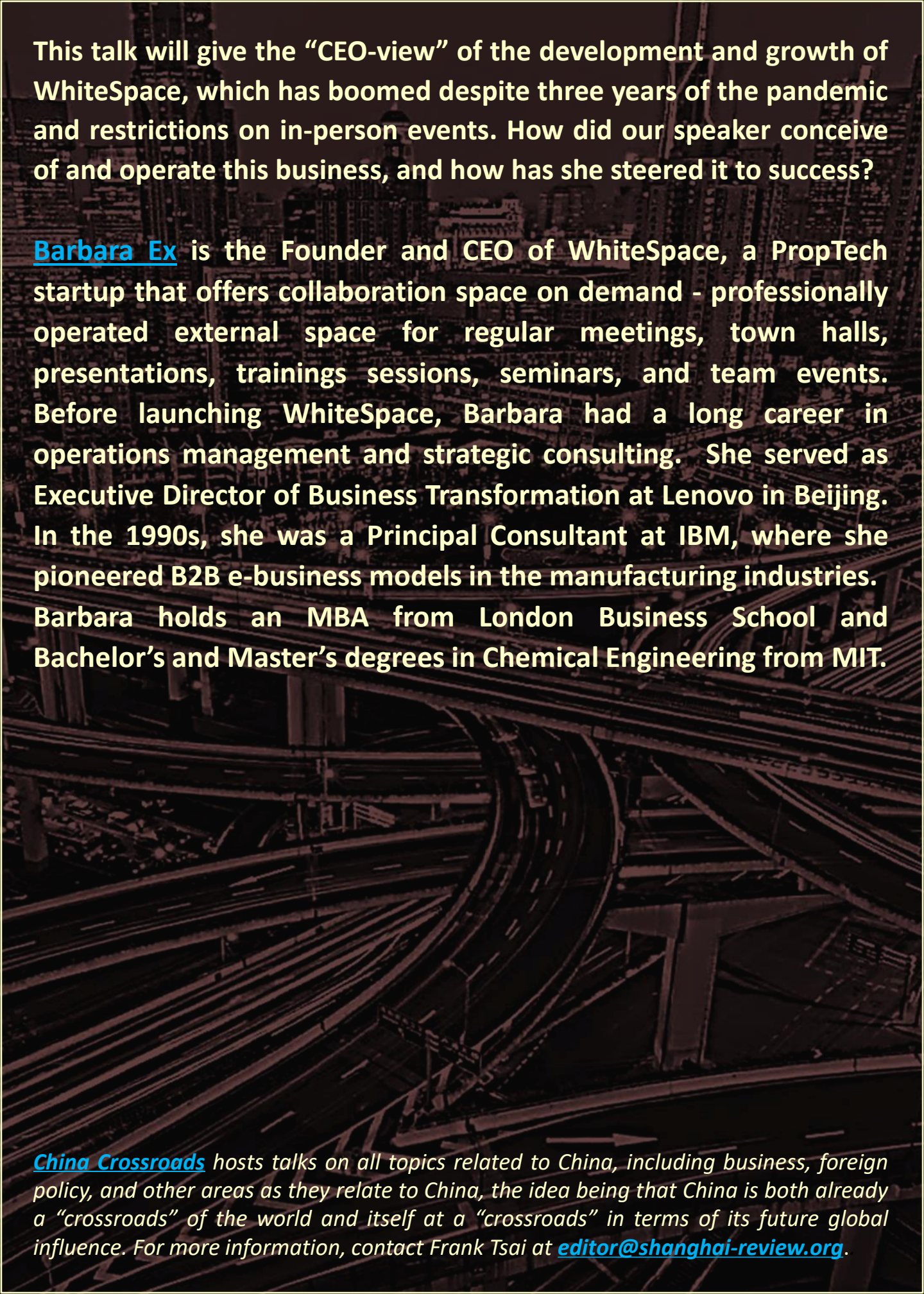
WhiteSpace | Jianing Building 5F | 500 Yanan Xi Lu

150rmb admission with drink | FREE for members

Scan to RSVP or email [editor@shanghai-review.org](mailto:editor@shanghai-review.org)







This talk will give the “CEO-view” of the development and growth of WhiteSpace, which has boomed despite three years of the pandemic and restrictions on in-person events. How did our speaker conceive of and operate this business, and how has she steered it to success?

[Barbara Ex](#) is the Founder and CEO of WhiteSpace, a PropTech startup that offers collaboration space on demand - professionally operated external space for regular meetings, town halls, presentations, trainings sessions, seminars, and team events. Before launching WhiteSpace, Barbara had a long career in operations management and strategic consulting. She served as Executive Director of Business Transformation at Lenovo in Beijing. In the 1990s, she was a Principal Consultant at IBM, where she pioneered B2B e-business models in the manufacturing industries. Barbara holds an MBA from London Business School and Bachelor’s and Master’s degrees in Chemical Engineering from MIT.

*[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a “crossroads” of the world and itself at a “crossroads” in terms of its future global influence. For more information, contact Frank Tsai at [editor@shanghai-review.org](mailto:editor@shanghai-review.org).*