

Flexing It expanding its platform for skilled freelancers and consultants to the Asia Pacific region

Singapore, Singapore Feb 22, 2022 ([IssueWire.com](https://www.issuewire.com)) - Flexing It expanding its platform for skilled freelancers and consultants to the Asia Pacific region

After establishing itself as the largest platform in India enabling organizations to access experienced independent consultants and domain experts over the past six years, Flexing It® is expanding its presence across APAC. As we invest in building a strong ecosystem to support independent and gig work in the region, we are delighted to announce that Ruchira Chaudhary will be coming on board as Head for the Asia Pacific based in Singapore. the company said.

Ruchira joins Flexing It® at a time when the professional gig economy is poised for steep growth in Asia-Pacific. Over a third of the US is already engaged in freelance work, and 20-35% of professional workforces in Europe are also turning to independent working. Multiple Asian countries are amongst the fastest growing for freelancers which is a strong indicator that the Asia Pacific will be the next growth hub for the professional gig economy. In the post-pandemic world, businesses are also open to exploring talent across geographies and different work arrangements, and Flexing It® is keen to leverage this growth by focusing on the opportunity in the region.

“Ruchira’s diverse and eclectic background in mergers & acquisitions, organization effectiveness, and strategy execution, coupled with two decades of leadership experience advising clients in emerging markets in Asia, the Middle East, and North Africa, makes her the ideal choice to lead our expansion efforts in the region”, said Chandrika Pasricha, Founder and Global CEO for Flexing It®. “Ruchira, an award-winning author, is a thought leader on the gig economy and future of work, and we are excited to be able to leverage her experience as we shape the ecosystem for professional gig work in the region through her roles as Head for APAC as well as an investor.”

“I feel very privileged to take on this role at such an exciting juncture in the firm’s life cycle. I am also delighted to be able to partner with the government of Singapore to enable and empower the knowledge working gig economy, especially in these post-pandemic times. Flexing It®’s best in class on-demand curated solutions for clients and consultants powered by cutting edge technology platform will provide the choices to our Asian leaders with a clear accent on building future-ready workplaces”, said Ruchira.

Ruchira straddles the corporate and academic worlds – she is a leading executive coach, adjunct faculty at several top-tier business schools, and runs a boutique consulting firm focused on organizational strategy solutions. During her corporate career, Ruchira held leadership roles in Medtronic and AIG in Singapore, Qatar Telecom (now Ooredoo) in Qatar, and Tata Consultancy Services (TCS) in India. She has recently authored the award-winning book ‘Coaching: The Secret Code to Uncommon Leadership’, Penguin Random House 2021.

By way of education, Ruchira has earned an MBA from The University of Chicago Booth School of Business with a concentration in strategy. A Singapore permanent resident, she currently divides her time between Singapore and Mumbai, India.

View Ruchira's [online profile](#)

About Flexing It

Flexing It® is the largest platform in India and Southeast Asia enabling organizations to **access experienced independent consultants and domain experts “on-demand” and manage them at scale**. Over the past six years, Flexing It® has built a technology-driven solution that caters to over 2,000 corporates and 70,000+ independent consultants, using proprietary tools and market knowledge to make the experience effective, efficient, and scalable.

Our consultant pool is drawn from top-tier educational and corporate institutions including IIMs, IITs, ISB, Harvard, Stanford, MIT, and Wharton. Flexing It®’s clients are spread across 15 countries, covering 5 continents and include Fortune 500 companies, top consulting and professional services firms, private equity & venture capital firms, global development sector organizations, and high-growth start-ups around the world.

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