

# WHO'S WHO

Meet Wren Contracts' New PBSA Sales Manager, Darren Cross who's helping developers and contractors deliver high-quality kitchens and bedrooms for accommodation

**D**arren Cross recently joined Wren Contracts as PBSA Sales Manager, bringing with him over 30 years of experience in the Commercial and Residential Contract sector. With a strong background in PBSA and BTR, Darren's focus is clear: helping contractors, developers & operators create standout kitchens and bedrooms that meet the demands of modern living.

Darren's career spans sectors including hospitality, healthcare, education and the private rental market, where he has worked closely with a number of property developers, interior designers, architects and operators. He brings a sharp understanding of how to deliver solutions that balance cost, quality and durability, while also meeting growing demands around sustainability and environmental impact.

"At this end of the market, quality and durability are everything," says Darren. "Contractors need a kitchen or bedroom solution that's cost-effective, robust, fit for purpose and quick to install. That's exactly what Wren can offer."

"What makes Wren different is the full-service approach," he explains. "We manufacture everything here in the UK, which gives us the ability to offer short lead times, custom configurations and consistency at scale. Our team manages every step, from survey and design, to delivery, installation and handover, so clients can rely on a seamless process."

Darren's consultative, hands-on style is already proving valuable to contractors who need flexible, dependable partners on student schemes and build-to-rent developments. Whether a project needs fully bespoke designs or standardised roll-out solutions, Wren's in-house capability allows it to adapt quickly, without compromising on quality.



He also highlights Wren's forward-thinking approach to wellbeing and sustainability, areas of growing importance in the student accommodation sector. "We're not just supplying kitchens and bedrooms; we're helping clients meet their ESG targets too," he says. "It's all about long-term value. That means creating a true home-from-home environment, with wellbeing in mind."



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A place where students can relax, recharge and live comfortably."

What excites him most about the role? "Supporting contractors who want more from their suppliers, and working with an enthusiastic team that's motivated to grow this part of the business. Kitchens and bedrooms are a huge part of any PBSA development, and Wren has the scale, product range and mindset to deliver."

If you're planning a PBSA or BTR project and need a kitchen or bedroom partner who understands your priorities, contact Darren to find out how Wren Contracts can deliver exactly what you need, on time, on budget and built to last. And with a new dedicated Contracts office now open in Chiswick, West London, the team is even better positioned to support your project from initial brief through to final handover.

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