

# HOSPITALITY & CATERING NEWS

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## Create appoints Sophie Amor to lead their new Business Development

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**Concerto Group's bespoke caterer Create has appointed Sophie Amor as New Business Development Manager. Her role will drive new business opportunities within different markets including leisure, sports and heritage sectors. Sophie has extensive experience across the hospitality market, as well as having a proven track record with the Eventist Group and the Smart Group.**

Create is looking to diversify their catering offering in to new avenues, whilst still developing and implementing strategies to maximise these opportunities and expand Create's already impressive venue portfolio.

"Sophie is a crucial asset within the Create team and has established great relationships with our clients. This is an exciting time for Create as we are diversifying our offering to our clients with a full service business. With Sophie's wealth of experience and industry knowledge, she will be instrumental in our expansion," says Create MD Barry Vera.

"I am delighted to be taking on this exciting role and driving new business opportunities for Create. We have such a dynamic offering with a dedicated and professional team behind it. I look forward to developing and expanding our partnerships even further," says Sophie Amor.

