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The Concerto Group hires group commercial development director

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Events company The Concerto Group has appointed Raymond Santamaria as its group commercial development director to aid the agency's strategic expansion.



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Santamaria joins The Concerto Group at a point when the agency is starting to target new industry sectors for strategic expansion. He will be responsible for identifying commercial opportunities and driving the future growth of Concerto Group across all divisions for fixed and event business. This new role for Santamaria will also require him to focus on forging new partnerships and developing new ventures that offer long-term value for the company.

With fourteen years direct hospitality and food service experience, coupled with six years in retail management with Marks & Spencer, Santamaria is expected to be a driving force in the execution of Concerto Group's strategy. He joins the agency from One Group, where he was marketing director for the EMEA region. Prior to that role, Santamaria was head of brand marketing for three of Mitchells and Butlers' brands, and he has also had senior marketing roles at organisations including Nestle, Travelodge and Elixir UK.

Santamaria said: "I'm thrilled to be joining The Concerto Group at such an exciting time. I have been immensely impressed by the skillset of the team and the ambition to take the entire business to a new level. There are big plans in place to grow and diversify the group and I look forward to going on that journey with the whole team."

Adam Elliott, CEO of The Concerto Group, said: "Raymond was handpicked for his extensive knowledge and invaluable expertise in the hospitality industry both UK-wide and internationally. The Group has big plans ahead and with Raymond on board, and an excellent team in place, we are well-equipped to grow and strengthen this expansion."