

# HOSPITALITY & CATERING NEWS

04.08.2017

## The Concerto Group appoints Raymond Santamaria as Group Commercial Development Director

August 4, 2017

**The Concerto Group has appointed Raymond Santamaria as the Group Commercial Development Director. He joins Concerto at an exciting junction where, under CEO Adam Elliott's direction, new industry sectors are being targeted for strategic expansion.**

Raymond will be responsible for identifying commercial opportunities and driving the future growth of the Group across all divisions for fixed and event business. His role will also focus on forging new partnerships and developing new ventures that offer long-term value for the nGroup. Concerto is renowned for delivering exceptional event services and this provides the perfect foundation for the Group to diversify into new sectors including hospitality and leisure.

With fourteen years direct hospitality and foodservice experience coupled with six years in retail management with Marks & Spencer, Raymond will be a crucial driving force in the execution of the Group's strategy.

Raymond joins from The ONE Group where he was Marketing Director for the EMEA region overseeing owned and franchised versions of the US group's signature restaurant brand nSTK, as well as the Radio Rooftop and Heliot Steak House brands. The EMEA group operates in the UK, Spain, Italy and the Middle East. Prior to The ONE Group, Raymond was Head of Brand Marketing for three of Mitchells and Butlers' brands with responsibility for some £370m + of turnover across 330 pubs and restaurants across the UK. Before M&B Raymond worked in a number of senior roles both on the agency side and at blue-chip organisations Nestle, Travelodge and at Elixir UK, where he was UK marketing lead for their Concessions division covering visitor attractions, stadia, in-store retail and travel sites in addition to developing and launching the group's Venue-Elixir events business.



**Raymond Santamaria, Group Commercial Development Director, The Concerto Group**

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Raymond comments: "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."

"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," says The Concerto Group CEO Adam Elliott.