

08.08.2017

The Concerto Group embarks on three-year expansion plan

Group reveals key sectors it will target in three-year plan, aided by new hotel partnership

 08/08/2017

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Pictured: Raymond Santamaria joins The Concerto Group as new group commercial development director.

The Concerto Group has revealed details in its three-year expansion plan, as it welcomes Raymond Santamaria as new group commercial development director.

The events management company is targeting key sectors including hospitality, leisure, sports, heritage and lifestyle bars. It has also established a strategic partnership with a large hotel group to further facilitate expansion objectives.

Santamaria said: "Concerto has leading events and hospitality services which can be implemented readily within new sectors. By diversifying our portfolio to include more fixed sites, we are moving towards a 365 business model with sustainable growth."

Santamaria joins The Concerto Group from The ONE Group, where he was marketing director for the EMEA region. In his new role, he will identify commercial opportunities and drive the future growth of the group across all divisions, as well as identify and forge new partnerships.

Santamaria added: "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."

The Concerto Group CEO Adam Elliott 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."