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Hospitality events company the Concerto Group has appointed Raymond Santamaria as group commercial development director.

Santamaria will be responsible for identifying commercial opportunities and driving the 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.

With 14 years' hospitality and foodservice experience, Santamaria joins from the One Group where he was marketing director for the EMEA region overseeing owned and franchised versions of the US group's STK restaurant brands, Radio Rooftop and Heliot Steak House.

Prior to this he was head of brand marketing for three of Mitchells and Butlers' brands with responsibility for some £370m of turnover across 330 pubs and restaurants in the UK. He has also held senior roles at Nestle, Travelodge and Elixir UK.

Under recently appointed chief executive Adam Elliott, Concerto Group is targeting new industry sectors for strategic expansion.

Santamaria said: "I'm thrilled to be joining the Concerto Group at such an exciting time. 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."

Elliott added: "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."

