

Professional Biography



Concerto Networks® Professional Biography

Chris Sander

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Chris Sander joined Concerto Networks in January 2007 as a franchise-owner in Swansea, South Wales, serving the Swansea and surrounding areas. He brings more than 20 years' information technology (IT), business and leadership experience to his position with the company.

Chris first learned of Concerto Networks when evaluating other franchise opportunities in the market place and discovered that it matched his career aspirations of running his own technology solutions business and it also delivered the right business infrastructure of products, services, partners, systems and mentoring & ongoing support to be successful. Chris felt that the product and service offerings were extremely attractive and broad in nature, also considering the number of partnerships extensive, indicating that the ability to deliver a wide range of solutions to clients is undoubtedly unrivalled in the market. He was attracted to the professionalism of Concerto Networks and the overall value proposition and unique business model, by offering all of the technology solutions which a small- and medium-sized enterprise (SME) business required. In addition, a corporate vision exists for future growth and development; this combined well with Chris's objectives to have the ability to control his own destiny, attain a lifestyle change and the desire to provide a service which was impossible to provide in a stand-alone small-business environment. Chris has amassed a wealth of experience, having worked in IT roles for global, national and local companies in a variety of industries. With his 'hands-on' approach, he has developed a broad appreciation of business requirements and good experience of running both hardware and software technologies. Chris's personal goals are to work with local businesses and to make a difference in their use of technology – to maximise their business potential – and for his clients to consider him as part of their team. Being the one-stop shop for the entire range of business technology solutions, it was clear that these could be achieved with Concerto Networks, by simplifying business ownership for franchisees, providing them with complete training, front- and back-office support, strategic partnerships and professional marketing tools. He was impressed with the formula which Concerto Networks had put together for providing a truly simple office for customers, allowing business-owners to focus on their core business, instead of worrying about technology – this being at the heart of the company's objectives. He also learned about the company's growth plans and goals to become the nationally and globally recognised provider of professional, outsourced business technology solutions. Chris began operations of his Concerto Networks franchise in January 2007, after completing intensive training at Concerto Networks University.

Before coming on board with Concerto Networks, Chris was commercial director at Plastic Building Materials, a nationwide distribution company with 30 depots in the UK. In this role, he had full responsibility for all IT and communications infrastructure issues. Previously, he'd held positions of regional European IT manager at B/E Aerospace, responsible for all technical support, IT senior manager at Panasonic and an analyst/programmer role for United Biscuits (McVities). He has gained considerable experience in learning how to utilise technology in companies and how to work with external IT suppliers, in conjunction with clients, to achieve results. Chris is a former professional footballer who enjoyed success at Swansea City, during the club's First Division days. He still actively coaches, enjoys most sports and is a keen golfer. Chris studied a mathematics and computing degree with The Open University and is a Microsoft Certified Professional.

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About Concerto Networks®

Concerto Networks is an international franchise business, providing professional, consistent-quality computer and business technology solutions to small- and medium-sized enterprises (SMEs), serving a critical function for this rapidly growing market. Concerto Networks goes beyond simple troubleshooting and repair, providing the same holistic approach to IT support and director-level management enjoyed by large companies, while offering significant savings and value to SMEs. The company's model is to build an international business technology solutions network with the expertise, processes, systems and support necessary to provide high-quality service to SMEs. Franchises are independently owned and operated by experienced business and technology professionals.