

From U2 to Rock Star



Roger Sonntag
President
Integrity Signs

Roger has a Bachelor of Commerce in Accounting and a Bachelor of Arts from the University of Saskatchewan as well as a CMA accounting designation. Roger joined TELUS during the company's exponential growth years and worked his way up to Director of Financial Planning and Analysis. In 2003 he left TELUS to take on a completely new challenge by taking over a small vinyl shop in Calgary. The shop was renamed to Integrity Signs and Roger began a major transformation almost immediately. Using his knowledge and experience in financial planning, Roger and his team made sizeable capital investments in the business throughout the years, adding new service and installation trucks and manufacturing equipment. Finally, in 2010, Integrity Signs purchased their own operations facility. Roger has been also very active with the Alberta Sign Association and has served on the board from 2008 to 2012.

Presented by: