



Chris Sorensen

Melbourne, Florida



[Sorensen Moving and Storage](#)

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Learn about Florida Entrepreneur Chris Sorensen:

Chris Sorensen, President of Sorensen Moving and Storage, which is a GrowFL 2017 Florida Companies to Watch honoree, grew up in the family business.

"I started when I was 11 years old working summers," he said. "I worked through high school and college. I never wanted to assume I was going into the family business but what I learned I enjoyed was the entrepreneurship of the business like motivating people, overcoming obstacles in order to achieve team goals, and coming up with new strategies to better impact our customers, our markets and team. Those things grabbed my interest and got me involved."

Sorensen Moving and Storage is a full-service relocation and logistics

provider.

"With relocation, we assist families and businesses with relocating their assets around the country and globe," Sorensen explained. "From the logistics perspective, we assist companies with the warehousing, delivery and installation of their products. Overall, we like to consider ourselves a one stop shop for workplace and workforce mobility."

Sorensen appreciates the validation that GrowFL's Company To Watch award represents.

"It's a humbling award for us," he said. "Our culture and our people are what differentiate us from our competitors. So to see their outstanding work be recognized means a lot to everyone and reiterates the feeling that's been permeating our office for a number of years now, which is that we're moving in the right direction."

Sorensen recommends aspiring entrepreneurs read the Great Game of Business by Jack Stack about the principles of open book management.

"Develop a plan," he said. "Developing a business plan is step one. Also, always seek mentors. There's no point in reinventing the wheel. You can build off their previous successes. Last, but not least, is outwork your competition. Once you get to an advantageous point in your career, never forget how you got there and never stop improving."

Awards and Recognition

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