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## **OLIVIA CHECKS IN TO ZONAL**

Zonal, the UK's leading provider of hospitality solutions has appointed Olivia FitzGerald as the new managing director of its Marketing Technologies division.

Heading up this arm of Zonal's business, Olivia will take the lead at online bookings challenger brand liveRES (acquired by Zonal in April 2015) and TXD Digital Marketing.

Olivia brings a wealth of experience in both technology and hospitality from previous roles as UK managing director for workforce collaboration specialist Planday, and regional director UK and Ireland for Bookatable.

Commenting on the appointment, Zonal's chief executive Stuart Mclean said: "As we continue to develop cutting edge solutions for our customers, our Marketing Technology division is a key area of focus for us. Olivia has the right mix of experience to help us develop the UK's most sophisticated and innovative online booking and table management system."

"As part of Marketing Technologies at Zonal, liveRES offers hospitality operators a unique, integrated solution focused on customer engagement. We want to enable our clients to unlock the promise of technology, putting ambitious digital marketing goals within reach. Having previously headed up Zonal's web and mobile solutions, I see this as a really exciting time to re-join the team and lead the integration of the liveRES business." Olivia added.

Zonal Retail Data Systems is the leading provider of integrated hospitality management solutions to over 8,000 leisure and hospitality businesses across the UK. For over 35 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

**ENDS**

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