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## **Zonal appoints enterprise sales manager**

Hospitality tech innovator, Zonal, has appointed an enterprise sales manager for its expanding Marketing Technologies division.

Darren Jackson, 36, joins [Zonal](#) from cloud-based property management solution provider, Guestline, and will assume the role following David Charlton's promotion to commercial director.

He brings with him a wealth of experience in the hospitality sector and will focus on growing Zonal's market share in customer engagement products, including its online booking tool [liveRES](#), integrated table and events management and [Order & Pay](#) solutions.

Commenting on his appointment Darren said: "I have been genuinely impressed by Zonal's technology and product innovation; it's at another level. Being able to integrate modules such as online bookings and table management software with EPOS is a huge benefit for restaurant operators, so it's incredibly exciting to be part of such a dynamic company."

David Charlton added: "Darren is well respected within the sector and I am delighted to welcome him to the Zonal team as we continue to develop innovative solutions that give greater visibility and insight to operators to help them drive profitability and provide a better customer experience."

Zonal is the leading provider of integrated hospitality management solutions to over 16,000 leisure and hospitality businesses across the UK. For 40 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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