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## **ZONAL APPOINTS GROUP PRODUCT DIRECTOR**

Hospitality tech innovator, Zonal, continues to strengthen its senior management team as it celebrates 40 years in business with a fresh leadership appointment.

Alison Vasey has been appointed to the newly created role of Group Product Director having joined from Mitchells & Butlers where she worked for eight years, latterly as Head of Service Transition, bringing with her valuable market and operator insight and experience.

She will take responsibility for the strategic direction and definition of [Zonal's product range](#) across the group.

Commenting on her appointment, Alison said: "This is a fantastic role and I am so excited to be joining the Zonal team. Zonal has an impressive range of business products that support both operator and customer journeys and I look forward to working with its customers and R&D teams to create new solutions that will benefit the sector for decades to come."

As Zonal continues to focus on R&D, investing almost £7m in the last financial year and recruiting new talent to make it Zonal's fastest growing team, Alison will focus on accelerating Zonal's Marketing Technologies team located in Staffordshire as well as R&D in Tanfield, Edinburgh and the Innovation Centre in Abingdon, Oxfordshire.

Zonal's Chief Operating Officer, Peter Edwards, added: "We are delighted to have Alison onboard to continue our drive in delivering product innovation for operators and their consumers, who increasingly expect technology excellence as an integral part of their hospitality experience. Working closely with our customers, Alison is a key appointment in a role that will lead our product strategy and tactics, defining what gets developed and when."

Zonal employs over 650 people nationally who deliver 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**

**Issued by Limegreen Communications on behalf of Zonal**

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