

Carl Daniel

UK Hospitality EPOS Specialist | Chartered Marketer (MCIM) | Official Shift4 Partner

15+

Years Experience

500+

UK Venues Advised

40+

UK Regions Covered

Professional Credentials

Chartered MCIM

Chartered Institute of Marketing

Professional recognition for strategic marketing expertise

Official Shift4 Partner

Shift4 Payments

Authorised reseller of SkyTab EPOS across the UK

Biography Options

Short Bio (50 words)

Social Media / Quick Intro

Carl Daniel is a Chartered Marketer (MCIM) and Official Shift4 Partner with 15+ years helping UK hospitality businesses optimise operations through strategic EPOS implementation.

Medium Bio (75 words)

Articles / Podcast Intros

Carl Daniel is a Chartered Marketer (MCIM) and Official Shift4 Partner specialising in hospitality technology. With over 15 years advising restaurants, pubs, and hotels across the UK, he brings deep expertise in EPOS systems, payment processing, and digital transformation. As author of 'Scale Smart', Carl helps multi-site operators scale profitably while reducing operational complexity.

Expert Interview Topics

Carl is available for interviews, podcasts, and expert commentary on the following topics:

Hospitality Technology

- ' Digital transformation in UK hospitality
- ' EPOS system selection and implementation
- ' Cloud vs on-premise solutions
- ' Integration strategies for multi-site operators

Payment Innovation

- ' Payment processing optimisation
- ' Reducing transaction fees for hospitality
- ' Shift4 and SkyTab ecosystem insights
- ' PCI compliance and security best practices

Business Growth

- ' Scaling hospitality operations profitably
- ' Multi-site management challenges
- ' Technology ROI and cost reduction
- ' Operational efficiency through automation

Industry Trends

- ' UK hospitality market outlook
- ' Post-pandemic technology adoption
- ' AI and automation in F&B
- ' Consumer behaviour and expectations

Get in Touch

For media enquiries, interviews, and speaking requests

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High-resolution headshot and credential logos available at skytab-uk-e-pos.co.uk/about/media-kit

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