

Openr strengthens leadership team with senior hires to accelerate growth

Openr, the digital platform helping hospitality operators optimise pricing, streamline operations, and drive growth, has announced two senior appointments as it enters its next phase of expansion.

Dan Brookman, CEO of Airship and Toggle, joins as Non-Executive Director, bringing deep expertise in hospitality technology and growth strategy. Nick Liddle, formerly VP Commercial at Vita Mojo, joins as Chief Customer Officer to lead customer success, partnerships, and delivery.

These appointments significantly bolster Openr's leadership team at a pivotal time. Already powering product and menu management across thousands of locations, Openr is now launching its **Performance Optimiser** – a groundbreaking tool set to transform how operators manage pricing, margin, and menu strategy.

The Performance Optimiser enables operators to:

- Model menus and pricing scenarios in one place
- Forecast impact on sales, volumes, profit, and margin
- Deploy changes across all your systems in real time
- Measure performance instantly across all locations

With the launch of the Performance Optimiser, Openr is expanding its platform to help hospitality businesses unlock greater efficiency, faster innovation, and smarter growth.

Dan Brookman brings decades of leadership experience in hospitality technology, with a proven track record in driving commercial success and product innovation across the sector. Dan has led Airship & Toggle through impressive growth, transforming them into two of the UK's leading platforms for hospitality CRM and gift card commerce, trusted by hundreds of brands to drive guest engagement and revenue.

Nick Liddle will lead Openr's customer operations & growth initiatives. With deep expertise in commercial strategy, customer success, and scaling hospitality technology businesses, Nick was pivotal in growing Vita Mojo from market launch to working with some of the best known hospitality brands in the industry.

The appointments follow Openr's recent £3m funding round led by sector investor Imbiba, alongside majority shareholder Azzurri Group and Octopus Ventures as a minority partner.

Dan Brookman, CEO of Airship & Toggle, commented:

"I'm thrilled to be joining the board at Openr. As the hospitality sector increasingly operates in an omnichannel environment, there is a growing need for platforms that deliver both operational efficiency and adaptability - particularly in menu management and responsiveness to market dynamics. With the emergence of AI, Openr is uniquely positioned to help operators adjust pricing in real time, responding to both customer demand and fluctuations in the supply chain. It's an exciting time to be part of this journey"

Nick Liddle, Incoming Chief Customer Officer of Openr, commented:

"I've known and been impressed by Joel for a number of years. Both in the capacity of a fellow industry collaborator and client. My passion and focus has always been solving real problems for the hospitality sector, and being able to stand by a true value proposition. Openr fulfils this need and aspiration. I can't wait to get started and begin my Openr journey."

Joel Robinson, Founder of Openr, commented:

"Dan and Nick bring exactly the kind of leadership and sector expertise we need as we scale. Both are highly respected operators who understand both the challenges and opportunities our customers face. Their experience will be invaluable as we expand our product range, grow our customer base, and help more operators unlock growth and efficiency through smarter technology."

"Dan and Nick will play key roles in shaping Openr's commercial strategy, product roadmap and customer success as the business continues its rapid growth."

For more information

To find out more about Openr and to unleash the growth potential of your business, go to [Openr](#).

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About Openr

Founded in 2022, Openr's technology enables operators to centrally manage and optimise their pricing, products, menus and digital assets in real time, ensuring seamless distribution across all platforms. By replacing fragmented systems and manual spreadsheets, Openr helps businesses streamline operations and maximise revenue. Openr has already gained traction, following two years of its technology being used by the Azzurri Group brands, and won its first external customer, Stonegate, in 2024.