

**ELEVATE  
OPTIMISE  
DELIVER**

## Daniel Afonso

- Elevate Service Standards
- Improve Guest Experience
- Optimise Hospitality Operations
- Develop High-Performing Teams
- Drive Commercial Performance



### CONTACT



+447450431314



daniel@grant-graham.co.uk



www.grant-graham.co.uk

### CONNECT WITH ME:

Daniel Afonso supports hospitality organisations seeking to elevate service quality, strengthen leadership, and improve commercial performance without losing the human touch. He brings structured, hands-on leadership to high-expectation environments where consistency, reputation, and guest experience are critical to success.

Please visit my LinkedIn profile:

[Daniel Afonso](#)

**"TRUE HOSPITALITY  
EXCELLENCE COMES FROM  
PEOPLE, STRUCTURE, AND  
PURPOSE WORKING  
TOGETHER."**

### INTRODUCTION

Daniel Afonso is a senior hospitality transformation leader with extensive experience across luxury hotels and service-led organisations. He specialises in elevating service performance, strengthening operational standards, and aligning guest experience with commercial outcomes in high-expectation environments. With a background spanning Forbes Travel Guide 5-star hotels and international hospitality brands, Daniel bridges front-of-house excellence with leadership, process, and performance—helping organisations deliver consistent service quality, stronger team engagement, and measurable ROI.

### HOW I CAN HELP YOUR BUSINESS

- **Hospitality Strategy & Performance Transformation:** Leads service and operational improvement initiatives across hotels and hospitality groups—aligning brand promise, delivery standards, and commercial performance.
- **Service Excellence & Guest Experience Design:** Designs and embeds service frameworks that elevate guest satisfaction and brand reputation—ensuring consistency, emotional connection, and quality at every touchpoint.
- **Leadership & Team Development in Hospitality:** Builds confident, accountable leadership teams through coaching, onboarding, and performance-driven service culture development—improving engagement and retention.
- **Operational Optimisation & Commercial Enablement:** Improves SOPs, service audits, and daily operating models—supporting upselling, pricing, and retention strategies that drive measurable revenue impact.