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Dynamic sales professional to drive Flexeserve growth across the U.S. and Canada

As Flexeserve continues to extend its reach throughout the Americas, the world-leading hot-holding manufacturer and food-to-go specialist has welcomed experienced sales executive, Conrad Randell, as Sales Manager for the U.S. and Canada.

His wide-ranging, global sales experience, which includes past roles with HM Electronics, Taylor Company and Frozen Beverage Dispensers (FBD), perfectly positions Conrad Randell to drive business development for Flexeserve. He will be responsible for all non-retail foodservice sectors throughout the U.S. and Canada, including c-stores, QSRs, express grab-and-go, colleges, stadiums, workplaces, and many more.

With over 30 years' experience as a dynamic sales professional and having worked at all scales across regional, national and international accounts, Conrad will harness this expertise to help expand Flexeserve's North American customer base.



Conrad Randell, Sales Manager U.S. and Canada – Flexeserve Inc.

Reflecting on his new role, Conrad Randell said: “I’m really excited to be joining Flexeserve at such a pivotal time for the company’s growth across North America. Flexeserve expands the realm of what’s possible in the world of grab-and-go, and I can’t wait to introduce customers to the incredible benefits of our world-leading equipment and expertise.”

With its award-winning products and all-encompassing approach, the business already partners with global brands, such as Starbucks, Circle K, Amazon Go, QuikTrip and many more, supporting their teams and operational activity to even greater success.

Team synergy: Conrad’s integral role in Flexeserve’s collaborative approach

While Conrad will be traveling to visit new and prospective customers, he is also eager to invite customers to Flexeserve’s state-of-the-art U.S. HQ and Culinary Support Center in Southlake, just 10 minutes from DFW Airport. “It’s here they can really be immersed in the Flexeserve culture,” Conrad explained. “They’ll not only get to see firsthand the impressive capabilities of our cutting-edge technology, but also experience the high standards of customer support we have. It’s about building relationships and supporting them in achieving their goals.”

Conrad will lead brand presentations and equipment demonstrations, working in partnership with Flexeserve’s team of in-house hot food experts to provide constant support throughout the entire sales process. He explained: “Whether it’s culinary and packaging, working alongside our newly appointed Culinary Director – Sean Landrum, or operational and digital – exploring how Flexeserve’s new cloud-based service can take hot-holding to a whole new level of efficiency, this unique approach helps us move closer to fulfilling customer needs.”



Conrad will be responsible for all non-retail foodservice sectors throughout the U.S. and Canada

Spotlight on Conrad Randell: A wealth of sales and strategy skills

Throughout his career, Conrad has been instrumental in helping customers find solutions to challenges and achieve their goals. “By building relationships with our customers, I can understand their needs, wants and motivations,” he explained. “I can then support them in unlocking the outstanding benefits of Flexeserve Solution, the industry’s only hot-holding service.”

Conrad will strengthen and grow these relationships and those of Flexeserve’s network of independent rep partners, distributors and authorized dealers. Leveraging the combination of this unique service and Flexeserve’s pioneering range of patented hot-holding units, Conrad will help operators revolutionize their hot food programs.



Flexeserve Solution is the industry’s only answer to developing an optimized hot food operation

Pioneering progress: Conrad spearheads Flexeserve’s North American strategies

Dave Hinton, President of Flexeserve Inc., commented: “Conrad is an excellent addition to our team, and we’re thrilled to have him on board. With his sales and project management experience across technical products and services, he’ll be an invaluable asset to Flexeserve moving forward.”

“Conrad’s appointment comes at a time when we’re committing further resources to business development. Alongside the opening of our state-of-the-art U.S. HQ and Culinary Support Center (CSC) and the unveiling of Connect by Flexeserve – the world’s first cloud-based service for hot-holding, we now have full rep and authorized dealer coverage across North America. This includes Permulo-owned Canadian distributor Equip’d with its headquarters located in Mississauga, Ontario.

“With Permul recognized as one of Canada’s top three national distributors and rep groups, Equip’d is developing the presence of Flexeserve’s innovative technology in the region, demonstrating the remarkable, new opportunities it offers the foodservice market.”

Strengthening the team: Conrad joins forces with new Flexeserve talent

With Conrad’s appointment coming at a time of significant expansion for Flexeserve across the Americas, he’ll also be joined by Anthony Harris, Sales Manager for Retail and Latin America. Anthony brings over 20 years of international experience in the foodservice sector to Flexeserve, where he’ll be responsible for developing the retail business segment for the Americas, focused on supermarkets. He will also drive business growth in Latin America across all business segments.

In May 2024, Rachel Paul took on the role of Key Accounts Manager at Flexeserve Inc. Providing a best-in-industry customer and sales service, she supports day-to-day operations and strategic relationships with customers, rep partners and authorized dealers across the Americas. Conrad will be liaising closely with Rachel as she takes over supporting customers once they become key accounts.

Dave Hinton added, “Conrad’s role feeds into all elements of our unique, six-part hot-holding service, Flexeserve Solution. By getting to know our customers, their challenges and motivations, Conrad can feed back into every stage, such as Culinary, Packaging and Implementation, so we can tailor the level of support we deliver.

“Ultimately, this will improve the profitability of our customers’ hot food operations, by enabling them to sell more and waste less – delivering amazing food quality and variety, every time.”

Transforming grab-and-go: a trailblazing vision for the future

Conrad expressed his excitement about his experience with Flexeserve so far, “Joining Flexeserve has already been an exhilarating journey. I’m thrilled to be part of a pioneering team that’s not just participating in the market – we’re driving excellence in hot food standards, inspiring operational change both front and back-of-house, and ultimately reshaping the future of hot-holding.”

For more information, visit www.flexeserve.com