

Press release: (5 min read)

Flexeserve Inc. takes hot-holding evolution further with new Operations Manager

The global leaders in hot grab-and-go products and services have enhanced their team with a new addition.

Based in Southlake (Dallas), Texas, [Flexeserve](#) Inc. continues to redefine grab-and-go operations across the industry with its unique hot-holding technology. Fresh off celebrating three years of success at their state-of-the-art U.S. HQ and Culinary Support Center, the company is now focused on elevating customer support and experience to unprecedented heights.

“Our business is built on a company-wide core belief of putting customers at the heart of what we do,” said Flexeserve Inc. President, Dave Hinton. “We set the standards for what customers can achieve with our hot-holding solutions, and with our new Operations Manager, we will continue to evolve and surpass expectations even further.”

Our new Operations Manager is Ericka Randell, a Grapevine, Texas resident who brings extensive experience, leadership and enthusiasm to the role. Since joining, Ericka has elevated the Operations Manager position to the next level and is already exceeding expectations, setting a new benchmark for operational excellence within Flexeserve.



Ericka Randell is the new Operations Manager for Flexeserve Inc.

Wide-ranging roles and experience

A conversation with Ericka quickly reveals why her diverse background and passion for continuous improvement made her an ideal fit for Flexeserve.

Born in Costa Rica and later relocating to the U.S. with her husband, Ericka has built a career across a remarkable scope of industries. Her experience ranges from working with a global specialty ingredients manufacturer to architectural high-performance glazing and bespoke lava stone products. Along the way, she has balanced raising her family while mentoring colleagues and friends. These experiences have shaped her into a multifaceted leader with an exceptional skill set.

“Life and work have taught me so much about people, working styles, cultures, and more. I’m excited to bring my knowledge of efficiencies, tailored processes and strategic logistics to this role, and to contribute to what is already such a fantastic team,” Ericka shared.

With more than 25 years of experience across many dimensions of operations, Ericka is uniquely equipped to deliver the level of support Flexeserve is known for, while further cultivating its people-first culture.

Two decades of building meaningful relationships

Ericka discovered her passion early in her career when she transitioned from marketing to international sales and logistics.

“I instantly fell in love with building relationships with customers and learning about their cultures and personalities,” she recalled. “It allowed me to personalize my work and offer the level of support I felt they truly deserved. I’ve carried this approach throughout my career and look forward to getting to know everyone connected to Flexeserve.”



Flexeserve’s unique, all-encompassing service, Flexeserve Solution puts the customer at the heart of their hot food expertise

This perspective aligns seamlessly with Flexeserve's global customer base, particularly across the Americas. The company's all-encompassing service model, Flexeserve Solution, takes each customer's hot food program and transforms it holistically through menu optimization, cooking method refinement, packaging improvements, operational efficiencies and long-term support. The results often include substantial sales growth and dramatic reductions in waste and labor.

"One of my favorite parts of working with others is pursuing a goal together," Ericka added. "Flexeserve embodies this more than any company I've worked for, and I'm extremely excited to support the Flexeserve Solution process."

Joining the hot-holding specialists

Already familiar with the Flexeserve brand and team prior to joining, Ericka came in with high expectations, yet her experience has surpassed them.

"My time here so far has absolutely exceeded my expectations," she said. "I already viewed Flexeserve very positively, but being part of this exceptional team has only strengthened that. The more I learn, the more energized I am by the opportunities we have."



Flexeserve Inc. President Dave Hinton (centre) and Operations Manager Ericka Randell (right), together with members of the Americas-based hot-holding team

From day one, Ericka hit the ground running:

"I've been evaluating and strengthening best practices across our internal infrastructure to enhance efficiencies. This is a premium team serving a variety of customers, and I'm excited to continue developing our processes for the benefit of the entire organization."

Flexeserve Inc. President, Dave Hinton, concluded:

"Ericka has aligned seamlessly with everyone at Flexeserve. She has elevated the Operations Manager role far beyond expectations, and we're already seeing significant internal impact. I have no doubt our customers and vendor partners will soon feel the benefits as well, enjoying an even higher level of support than ever before."

For more information, visit www.flexeserve.com.