

Press release: (5 min read)

Flexeserve finalizes sales team to create new opportunities and enhance support

The leaders in hot-holding products, services and technology for the foodservice industry, Flexeserve Inc., continue to invest in their sales team to meet their ever-expanding goals.

After seeing further growth across the North American and LATAC markets, Flexeserve reinforced its team with additional Sales Manager, Scott Turbeville. However, Scott's arrival has now also been boosted with a key internal move as former Operations Coordinator, Rachel Chin has entered a new role as Sales Coordinator.



New Sales Coordinator, Rachel Chin, has moved roles to offer the Flexeserve sales team a new level of support

Rachel Chin – specializing in sales support

Having joined Flexeserve ten months prior, Rachel Chin has made a dramatic impression on fellow team members and customers alike. Her endearing spirit, hardworking nature and willingness to supply unwavering support immediately made her an essential part of the team.

Rachel Paul, Key Accounts Manager, who Rachel will be directly reporting to, stated the following when asked about the need for this new role:

“Due to how large our network of customers, rep partners and dealers has become, it was clear that we needed further assistance in the sales team. Rachel was the first person we thought of. Her ability to offer the level of support required to take our sales endeavors to the next level made her the ideal candidate.”

With overarching duties creating an increasing amount of work for the team, the addition of Rachel Chin will ease their responsibilities and empower them to keep the Flexeserve customer base at the center of everything they do.



Flexeserve President, Dave Hinton and Rachel Chin welcome guests to their U.S. HQ as hosts of the BABC Texas holiday reception

A team of growth and encouragement

Every agile and high-achieving team needs an organized facilitator behind them, and Flexeserve is no different. To enable the team to reach their full potential, Rachel is required to undertake a wealth of new tasks and responsibilities.

“Any time you leave your comfort zone there’s going to be an element of uncertainty,” Rachel Chin began. “However, thanks to the encouragement I’ve received from the entire Flexeserve team and the opportunities I’ve been given to develop my skills, I knew I would be able to offer the high level of support required to assist such a talented group of salespeople.”

From data analytics to logistics and reporting, Rachel’s skillset has already broadened since taking on her new role. Her commitment to establish herself within these new fields has unlocked the Flexeserve sales team’s potential, freeing their focus back towards the customer.

Rachel Paul continued, “Having Scott and Rachel join the team has been transformational. Scott’s experience and passion for our industry have proven him to be a huge asset already, while Rachel has quickly become a source of immeasurable support for us all. Myself, Conrad Randell and Scott now have so much more time to focus on giving every customer the attention they deserve from Flexeserve.”



The complete Flexeserve sales team [left to right], Scott Turbeville, Rachel Paul, Conrad Randell and Rachel Chin

New sales team debuts at Pizza Expo 2026

With their new additions firmly in place, Flexeserve's now-complete sales team made its first appearance at Pizza Expo in Las Vegas. The three sales specialists were joined by Operations Manager, Ericka Randell, who was able to share her thoughts on the event.

"Seeing these fantastic salespeople exhibit so seamlessly together was a landmark moment for Flexeserve," Ericka stated. "While they all share the same ethos and drive to meet our company's goals, each brings such a unique personality and approach to sales that they effortlessly form a well-rounded team that truly highlights the best in one other."

As part of a modern and agile team, Rachel was still able to provide support across the entire event while operating from Flexeserve's U.S. HQ in Southlake (Dallas), TX.

"Over the course of Pizza Expo, Rachel continued to show she is the glue that holds our team together," Ericka concluded. "Even while not attending the event, she was still able to ensure the team had everything they needed to perform at their best, as she always does."

You can meet the Flexeserve Inc. team at their U.S. headquarters, digitally, or at their next industry event. Visit their contact us page to get in touch today.