

Press release: (6 min read)

Flexeserve continues to evolve with expanded U.S. Team

The leaders in hot grab-and-go are strengthening internal support and customer relations with the addition of new Operations Coordinator, Meagan Crouch.

Based at their state-of-the-art HQ in Southlake (Dallas), TX, Flexeserve Inc. has quickly established itself as the leader in hot food-to-go. Their groundbreaking hot-holding products and services are transforming foodservice operations of all kinds thanks to the support of their dedicated team – a team that is continuing to grow and advance.



Introducing Meagan Crouch, new Operations Coordinator for Flexeserve Inc.

Meagan Crouch – Operations Coordinator

Meagan Crouch joins Flexeserve to further support the team after former Operations Coordinator, Rachel Chin, transitioned into her new role as Sales Coordinator – focusing on growing the North American customer base.

“Meagan is an excellent and much-needed addition to the team,” Operations Manager, Ericka Randell, began. “It has been clear from the start that she has the skillset and initiative required to meet the high expectations of our customers at Flexeserve.”

As Operations Coordinator, Meagan plays a pivotal role in the customer experience across The Americas and assists in all elements of the business. From organizing meetings and travel

arrangements to welcoming all visitors to their HQ and serving as the first point of contact, she ensures the team, external partners, and customers all feel the same level of care.

Meagan also supports the improvement of operational workflows, systems, and procedures – ensuring the team operates efficiently, consistently, and in alignment with business objectives, while identifying opportunities to enhance effectiveness that customers can benefit from.



Rachel Paul [left] and Meagan Crouch [center] welcome a guest to Flexeserve's U.S. HQ in Southlake (Dallas), TX

“Everyone at Flexeserve has been so welcoming and encouraging since I started here,” Meagan commented. “The whole team has made sure I have everything I need to do my job to the best of my ability. You can really feel the collaborative spirit and shared ambition across the business, which makes this such a fantastic place to work.”

Strengthening the team

Meagan is the latest addition to the growing Flexeserve Inc. team, following the recent appointments of Lucky Spears, Head of Culinary for The Americas and Jordan Brown, IoT Infrastructure and Support Manager. As part of their introduction to the wider business, the trio recently visited Flexeserve's Global HQ in Hinckley, UK alongside President Dave Hinton, providing an opportunity to meet Partners from across the organization, strengthen relationships, and gain a deeper understanding of the company's global operations.

“Bringing our newest Flexeserve Inc. team members to our UK HQ was an incredibly valuable experience,” said Dave Hinton, President for The Americas. “While technology helps us stay connected across continents, nothing compares to spending time together in person. The visit gave Meagan, Lucky, and Jordan the opportunity to gain a deeper understanding of our culture and values to see first-hand how our teams collaborate for customers around the world. Building these relationships during onboarding is vital as we continue to grow and strengthen our global presence.”



An expanding team of specialists: [left to right] James Hayes, Amanda Zia, Meagan Crouch, Dave Hinton and Lucky Spears

Meagan worked closely with Jordan and Flexeserve's Engineering and Digital Technology teams to gain a deeper understanding of the developments being made across IoT and AI. The sessions explored how innovations such as Connect by Flexeserve, the cloud-based platform for remotely monitoring and managing hot-holding equipment, are helping customers access real-time performance data, improve operational efficiency, support compliance, and make more informed, data-driven decisions across multiple locations.

During the visit, Meagan also took part in her first Flexeserve food demonstration alongside Chef Lucky Spears and the UK culinary team. The session showcased Flexeserve's ability to deliver exceptional food quality with unrivaled hold times, including a traditional Full English Breakfast and a variety of menu items, giving Meagan valuable insight into how the technology helps operators sell more and waste less.



Lucky Spears gives a special food demonstration while visiting Flexeserve's Global HQ in the UK

This collaborative approach sits at the heart of Flexeserve Solution – the industry’s only answer to true hot-holding. By combining patented 3D air recirculation technology, culinary expertise, dedicated operational support, and real-time data through Connect by Flexeserve, operators can overcome the traditional challenges of hot food-to-go.

By continually investing in innovation and expertise, Flexeserve offers a complete solution that unlocks the ability to serve consistently high-quality food for longer, improve efficiency, increase profitability, and create a better experience for customers.



A state-of-the-art facility dedicated to true hot-holding, Flexeserve's U.S. HQ and Culinary Support Center

Redefining food-to-go

Looking ahead, Flexeserve remains focused on further strengthening its presence across North America while supporting customers worldwide with award-winning technology, expert guidance, and industry-leading innovation.

“Our investment in people is just as important as our investment in products and services,” concluded Dave Hinton. “With our growing team in Southlake, world-class facilities, patented technology, and unmatched expertise in hot-holding, we’re uniquely positioned to help customers unlock new opportunities, improve operational performance, and deliver an exceptional experience every time. The future for Flexeserve is incredibly exciting as we continue to redefine food-to-go.”

For more information, visit www.flexeserve.com.