

# PRESS RELEASE: R H HALL RESTRUCTURE BDM TEAM FOR FUTURE GROWTH



Tuesday, 18 May 2021

Effective from May 2021, R H Hall have restructured their team of Business Development Managers to offer full Nationwide coverage and a greater diversity of expertise. Each Business Development Manager will be responsible for researching and identifying new business opportunities and markets, as well as working alongside our knowledgeable internal sales team to provide continued outstanding support to all existing customers.

Effective immediately, Simon Parry has been promoted to a new role as Business Development Manager for Wholesale. Simon will be the first point of contact for the entire R H Hall Trade customer base, including buying groups Cedabond and ENSE. With a wealth of knowledge on all R H Hall Exclusive and Preferred brands, Simon provides diverse support from design, to quotation, to project management. Simon will offer in person support to our Midlands & Wales area accounts where needed for site visits or training.

*On his new role, Simon Parry said: "I am looking forward to working more closely with even more of R H Hall's distribution partners across the country. I have enjoyed looking after our trade accounts in the Midlands and Wales and this expansion of my role will allow me to develop key relationships with our wholesale customers, as well as offer continuity of service. I am extremely proud of the fact we have been open and able to deliver to our customers throughout the whole of the pandemic and indeed I thank our distribution partners for their support."*



Nick Sanders will continue in his role as Business Development Manager for Exclusive Brands. His primary focus will be on managing both the iWave® Automated Foodservice Solution and Soup Stop system, as well as working closely with our Public Sector contacts within TUCO and NHS Supply Chain. He will also offer support to our Southern area accounts, where site visits and training are required.



Jerry Dutton will support as Business Development Manager for National & Key Accounts. Jerry will continue to work closely with a number of National Accounts and will also be developing opportunities with new operators and looking at emerging markets. Where required, Jerry will also support our Northern area accounts, should a site visit or training be required.



The team of R H Hall Business Development Managers continue to be supported by Food Development Specialist, Janet Caveney. Janet offers training and menu development support for the entire range of R H Hall Exclusive Brands, working with the Business Development Managers, or directly with customers either by phone or in person.

The new structure and business team investment will be led by Head of Sales, Duncan Vipas, who commented: *"I'm really excited about the new structure of the team. Over the years we have prided ourselves on offering the best sales support for our entire customer base. The diversity, experience and expertise we have as a team will enable us to continue to offer this, but we also understand that the market is changing and we need to be able to adapt and meet different demands as we continue to navigate through a turbulent period for the whole sector."*

Our team of Business Development Managers are supported by the friendly and helpful in house R H Hall Sales Team, who are on hand to help with all orders and enquiries.

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ENDS

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