

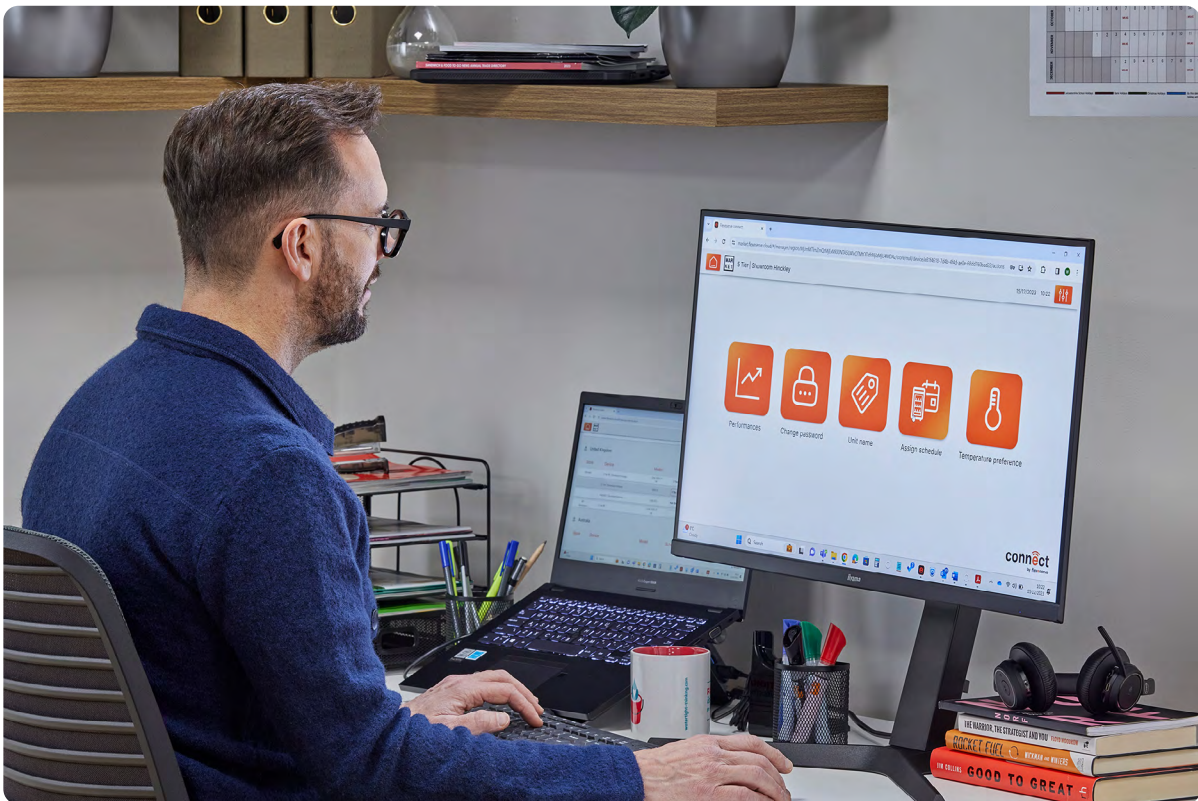
**Press release:** (5 min read)

# Automated hot-holding receives major boost with new Flexeserve specialist

**Technical solutions specialist, Jordan Brown joins Flexeserve as IOT Infrastructure & Support Manager, enhancing their deployment of cloud-based service, Connect, across the Americas.**

As the leading manufacturer of hot-holding equipment for the foodservice industry, Flexeserve is continuing to grow its Dallas-based team with another key addition. Having recently rounded out their sales team, the food-to-go experts are now setting their sights on further technical support and greater innovation.

As industry leaders, Flexeserve understand their responsibility to continue advancements in their products and services. Jordan Brown, their latest major hire, joins as IOT Infrastructure & Support Manager, ready to take Flexeserve's popular cloud-based system, Connect, to the next level.



*A true innovation, Connect by Flexeserve offers foodservice operations complete automation of their hot-holding program*

## Connect by Flexeserve, the future of grab-and-go

While Flexeserve is highly regarded for its catalogue of high-performance hot-holding units and unique 3D convection technology, their cloud-based innovation, Connect, is fast becoming a major investment for global retailers and foodservice chains.

When asked about Connect, Conrad Randell – Sales Manager, General Market for Flexeserve – commented, “Connect is the customer’s key to true hot-holding with total operational efficiency. This cloud-based system is a first for the industry and enables complete automation of your grab-and-go program.



*Jordan Brown will be instrumental in the rollout of Connect at grab-and-go locations nationwide*

“You can control heated display shelves, as well as the unit itself, schedule cook times, see real-time data insights, and more – all at the touch of a button.”

Developed in 2023, Connect has most notably become the choice of a global c-store chain with thousands of stores across North America and beyond.

“Connect is changing the game because retailers and operators are recognizing they can save millions of dollars in food waste, energy expenditure and labor costs,” Conrad continued. “Jordan’s arrival will aid in further growth of both Flexeserve and Connect, as he brings with him a wealth of knowledge and experience to support customers on their journey to sell more and waste less.”



*Flexeserve IOT Infrastructure & Support Manager, Jordan Brown*

## **Introducing tech specialist, Jordan Brown**

With years of experience in IT support and solutions for high-profile conglomerates, Jordan has the necessary skillset to facilitate Connect's deployment process across thousands of locations.

Whether managing the rollout itself, arranging test sites for potential customers or offering continued support and training, Flexeserve will now have a true contact point for every element of this significant innovation.

"This is a fantastic time to join Flexeserve," Jordan Brown stated. "I've always taken great satisfaction in finding the process and solution to meet the customer's needs and goals. I'm excited to show how my support of such an incredible product like Connect can take automated hot-holding to a new level and prove what food-to-go programs are truly capable of."

Jordan's role at Flexeserve now offers him a new niche within the Internet of Things (IoT). This relates to the way modern devices with sensors and embedded software can sync and 'talk' using the internet for increased autonomy and efficiencies.

Offering unprecedented support, Connect is compatible with all manner of kitchen equipment for incredible versatility in foodservice environments.

Jordan continued, "I'm looking forward to seeing what's next for Connect. Working alongside Directors, Dan Vallance and Jon White in our UK Engineering, Design and Technology team offers a unique opportunity and the potential for some amazing IoT advancements."



Get real-time data insights for your hot-holding program with Connect

## Boosting a collaborative culture

In what has become a theme with new arrivals to the Flexeserve team, Jordan was attracted to how much the hot-holding specialists' company values aligned with his own.

"It was clear as soon as I arrived at the [Flexeserve HQ](#) that President, Dave Hinton has created an amazing culture here," Jordan added. "The support I've received already has been like nothing I've experienced before and I'm excited to see how we can develop further together."

With so much of Jordan and Flexeserve's work being customer-centric, it's essential to their goals that they can collaborate effectively with all stakeholders. Not only does having such a tight-knit team enable this, but their base of operations does too.

"Our facility in Southlake is a huge part of why Flexeserve have become the industry leaders. I have everything I need to provide our customers with online support, training, demonstrations and so much more. I look forward to exploring how we can make Connect the world's best kitchen assistant and continue to redefine food-to-go."

For more information, visit [www.flexeserve.com](http://www.flexeserve.com).