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BeerBoard Hires Jim Randall as VP of Strategic Development

Jessica Infante July 16, 2021 at 4:59 PM

On-premise data firm BeerBoard has hired industry veteran Jim Randall as vice president of strategic development.

Randall worked for nearly nine years at Heineken-owned Lagunitas Brewing Company, last serving as head of national accounts. BeerBoard said Randall will be tasked with strengthening the firm's "capabilities in strategy, market intelligence and go-to-market planning and execution," as well as "creating and managing tactical partnerships among the three industry verticals – retailers, suppliers and distribution."

"[Jim] will bring a strong industry perspective and a relentless focus on driving our strategic relationships and development," BeerBoard founder and CEO Mark Young said in a press release. "His multifaceted background – at the intersection of retailers, brewers and distributors – is the perfect match for our company. Jim will be instrumental in helping us grow our cutting-edge technology across the industry."

Randall's tenure with the Petaluma, California-based craft beer company included stints as VP of on-premise national accounts, director of on-premise national accounts, national accounts manager and market manager. He previously worked in sales roles within the middle tier for Windy City Distribution and Louis Glunz Beer.

"Through an enhanced focus on our customers and strategic relationships, we can help retailers, brewers and distributors embrace BeerBoard's technology and revenue-driving solutions, leading the industry into the next generation of business," Randall said.

BeerBoard's current client list includes partnerships with chain retailers such as Buffalo Wild Wings, Hooters, Mellow Mushroom, Twin Peaks, WingHouse, Winking Lizard and Wild Wing Cafe, as well as partnerships with Anheuser-Busch, Diageo, Heineken, Lagunitas, New Belgium, Pabst, Shiner, Stone and Yuengling.