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BeerBoard Appoints Jim Randall as VP of Strategic Development

BeerBoard, a leading technology and insights company in the on-premise, has appointed industry vet, Jim Randall, as VP of strategic development.

Jim comes to BeerBoard with 15 years of experience in the beer industry and “a detailed perspective of on-premise business,” according to today’s announcement.

Indeed, Jim has spent the past nine years at Lagunitas, where he served as both VP of on-premise and director of on-premise national accounts, before taking on the role of head of national accounts at the California brewery.

Prior to his time at Lagunitas, Jim served as a sales specialist for both Windy City Distributing and Louis Glunz Beer Inc.

Now as VP of strategic development at BeerBoard, Jim will “strengthen BeerBoard’s capabilities in strategy, market intelligence and go-to-market planning and execution. He will also be responsible for creating and managing tactical partnerships” among the three tiers.

Speaking on the hire, BeerBoard chief Mark Young said, Jim “will bring a strong industry perspective and a relentless focus on driving our strategic relationships and development. 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.”