

TransCold Distribution introduces new USA Leadership Team

2020 has been a year of much change and substantial growth within the grocery industry! We intend to keep order fulfillment and customer service to our valued customers as our top priority and we have a new leadership team to help us navigate these changing times. TransCold Distribution is proud to have promoted our own Henry Heatherly to the newly created role of General Manager for the entirety of our US territory. We are also excited to introduce our newly created Director of Sales role, filled by Joseph McCoy.

Henry Heatherly General Manager - USA



Henry's (Hank's) mandate is to provide direction and strategic leadership to the entirety of our USA team, including Joseph's Sales Team, and our Operations and Finance Teams.

Henry has been with TransCold for a little over two years as Director of Operations - USA. In that short time, he has rallied Operations and cross-functional teams to support numerous initiatives and process improvements. We have full confidence that he will continue to support our customers and improve TransCold's operations. Henry began his career as an Order Selector and through the years took on roles of increased responsibility, thus he fully understands the roles and needs of everyone within our organization. We congratulate Henry on this promotion!

Joseph McCoy Director of Sales - USA



Joseph's (Joe's) mandate is to guide our sales organization in the USA to execute our sales initiatives while partnering with Henry to ensure customer satisfaction and retention through value added service.

Joe is new to TransCold, but is an accomplished sales executive within the Consumer Packaged Goods industry. Joe has managed household name brands, such as American Greetings and Snapple, and multiple independent energy drink, wine, and other beverage brands. He has also successfully launched multiple new brands and built them up from their very beginning. Joe has an innate ability to understand a customer's perspective and a drive to achieve, supported by his diverse background. We welcome Joe to the TransCold team!

Additionally, your driver is now under the direction of a local Operations Supervisor to increase the efficiency and performance of your regular deliveries. That leaves your Area Sales Manager with more time to spend focusing on *your* needs under the new title of Business Development Manager. Our entire sales and operations team has made this transition, confident that it will improve their ability to serve you and adapt quickly to changing trends in grocery.

One thing that will never change is that we're always here to help you. Reach out to your Route Sales Driver, to your Business Development Manager, or call Customer Service at 1-888-259-8891 at any time. We're looking forward to serving you in 2021!



1.888.259.8891
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