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Reed Boardall

New head of operations appointed at Reed Boardall



Yorkshire-based temperature controlled storage and distribution business Reed Boardall has appointed Patrick Haslam as head of operations in its cold store division.

Patrick joins from Wensleydale Dairy Products where he spent almost three years as supply chain manager, responsible for purchasing, scheduling, logistics outbound, procurement and stores. Previously, he worked as a general manager at Sigma and as a customer services director at Moores Furniture Group.

With a proven track record of strategic leadership within programme management and supply chain operations, Patrick has led major operational improvement within manufacturing operations and delivered multi million pound programmes of capital investment to the retail industry.

In his new role with Reed Boardall, Patrick will lead operations at the group's cold store division, using his operational management skills, experience of scheduling and Lean Six Sigma expertise to implement further improvements and efficiencies.

Andrew Baldwin, managing director of Reed Boardall's cold storage division, said: "There are so many facets to the role that, with his breadth of management

experience, Patrick is perfect for this position. He will bring some fresh-thinking to the internal and external processes within our cold store operation and help us to become even better at what we do.”

Commenting on his appointment, Patrick said: “I see this move as a great opportunity to join a long-established, successful family business which has an appetite to move forward and is open to change. I am really looking forward to working alongside Andrew to drive further operational efficiencies and make Reed Boardall even more competitive and customer-focussed.”

Reed Boardall is one of the largest temperature controlled food distribution businesses in the UK, storing and delivering frozen food from manufacturers across Britain, Europe and further afield to all the UK’s best-known supermarkets. Operating 24/7, its 170-strong fleet of vehicles moves an average of 12,000 pallets a day and it stores around £100m worth of products on behalf of its customers. It employs over 750 staff at its single site in Boroughbridge, Yorkshire.

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Picture shows: Patrick Haslam (left) and Andrew Baldwin of Reed Boardall