

KeyImpact Sales & Systems, Inc. Announces Appointment of Randy Wieland as President

KeyImpact Sales & Systems, Inc. (“KeyImpact”), America’s leading independent foodservice sales and marketing agency, announced today that it has appointed Randy Wieland President of KeyImpact Sales & Systems, Inc., effective May 5, 2014.

Odenton, MD ([PRWEB](#)) April 10, 2014 -- Randy Wieland started in the food industry with the RT French Company, followed by a brief stint with Delicious Foods, and then began his career at McCain Foods USA as a Regional Manager in 1991. As McCain expanded, he assumed additional responsibilities, leading to positions including Vice President of Sales, Vice President of National Accounts, Vice President of Field Sales, Vice President of Potato Business Sales, Vice President of Snacks Sales, General Manager of the Dough and Roasted Vegetable Businesses and most recently, Senior Vice President of Retail and Foodservice Sales.

Randy earned his undergraduate degree in Business Management Administration from Bradley University and furthered his education at Ivey Business School and the Kellogg School of Management at Northwestern University.

“We are excited to have Randy join the KeyImpact Executive Team. Culturally, Randy is a terrific fit to join the effort in taking our organization to the next level,” states Dan Cassidy, CEO of KeyImpact. “As we continue to nationalize and professionalize our sales and marketing services offerings, Randy’s knowledge and experiences will be invaluable to the KeyImpact team and to our Customers and Clients.”

Randy Wieland states, “Our industry is in the midst of significant consolidation and overall change. KeyImpact has been a driving force in leading change for the betterment of the industry, its manufacturer partners and most importantly our customers. I look forward to working with this tremendous team of true professionals to further that effort.”

About KeyImpact: Formed in 2000, through the merger of Key Brokerage in New Jersey and Impact Sales in Maryland, KeyImpact has grown to become the largest independent foodservice sales and marketing agency in the United States. KeyImpact represents manufacturers of food, as well as packaging and supplies, and provides sales and marketing services to distributors and operators across all segments of the foodservice trade channel. KeyImpact currently employs over 800 associates in 48 states with industry expertise in sales, marketing, culinary, K-12, military, college and university, contract feeding, retail, deli, national and regional commercial chains, recreation and distribution, as well as extensive product and category expertise. Additional information about KeyImpact can be found at www.kisales.com.



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