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Reed Boardall

New managing director to head up Reed Boardall's transport division



Yorkshire-based temperature controlled storage and distribution business Reed Boardall has appointed Graeme Richardson as managing director of its transport division.

With expertise in operations management, logistics and supply chain management, Graeme joins from National Holidays Ltd where he was a director. Previously, he spent five years with Tesco in a variety of roles including as area distribution manager for the North and as primary manager – national rail operations. Prior to that, Graeme was regional planning manager with Eddie Stobart for almost five years.

In his new role with Reed Boardall, Graeme will be seeking to grow the business by winning new customer contracts as well as looking for further operational improvements and efficiencies.

Marcus Boardall, deputy chief executive, said: “With his strong track record in transport and experience of working within the retail sector, Graeme will bring fresh insight to our transport operation. He will be focussing on finding new opportunities and helping us to be even better at what we do. Working alongside Andrew Baldwin, managing director of our cold storage division, we have a great team in place to take the business forward.”

Commenting on his appointment, Graeme said: “This is a fantastic opportunity for me to move back into transport and to work for one of the leading refrigerated logistics companies in the UK. I’m really looking forward to being part of a family business where I can make a real difference.



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“Reed Boardall offers a unique proposition. With 25 years of experience behind it, it has evolved to meet customers’ changing needs and provide a reliable, integrated cold storage and transport solution. Despite turbulence in the sector, it has remained steady and I believe we have a great opportunity to build on our position of strength.”

Graeme joins Reed Boardall’s five-strong management board comprising founder and chief executive, Keith Boardall; his son Marcus, deputy chief executive; Andrew Baldwin, managing director of the cold storage division; and Sarah Roberts, finance director.

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.