

INTENT Names Kevin Heikes CEO as Randy Barker Moves to Executive Chair

June 3, 2026

INTENT is entering its next chapter of leadership, with Kevin Heikes stepping into the role of CEO and Randy Barker moving into the role of Executive Chair.

The transition begins immediately and will be fully complete by July 1, 2026. This is part of a long-planned succession process and reflects the next stage of evolution for INTENT.

As one of INTENT's founders and its COO, Kevin has played an important role in building the relationships, farmer connections, and field trial capabilities that define the company today. He brings a deep understanding of agriculture, a strong operational focus, and a genuine passion for working with customers and farmers.

As CEO, Kevin will lead INTENT with a clear focus on what we do best: helping agricultural companies plan, execute, and manage high-quality field programs through trusted relationships, experienced people, and strong execution.

Our trials business remains at the center of INTENT's work, supported by INVISION to improve planning, coordination, visibility, and execution across programs.

Randy has led INTENT through an important period of growth, change, and evolution. We thank him for his leadership, commitment, and steady guidance. As Executive Chair, Randy will continue to support INTENT through strategic guidance and long-term direction.

INTENT remains committed to supporting our customers, our farmer network, and the agricultural industry through trusted relationships and successful field programs.