

PROSOCO Announces Series of Moves in Strategic Restructure

Lawrence, Kan. – To accommodate industry demand and corporate growth, PROSOCO announces a series of changes and new hires in a comprehensive restructure focused primarily on personnel.



PROSOCO

“Our people are our No. 1 asset,” said David Boyer, CEO and president of PROSOCO. “They’re the reason we’ve enjoyed success during times when other companies have struggled.”

“To take full advantage of the opportunities our recent success has provided, we need the right people in the right places. Fortunately, PROSOCO is blessed with an incredible pool of talent and skills. Personnel changes listed below are born out of a sincere review of our individual and collective strengths.”

Strategic Partnerships

To better develop the potential of strategic alliances with major industry partners, 14-year PROSOCO veteran **Brian Koenings** will transition to a leadership role responsible for the company’s **Strategic Partnerships** that promote the sale of **PROSOCO**-branded products. Koenings will ensure that PROSOCO’s role in each alliance is properly represented through coordinated marketing, collaborative selling, contractor training and field support.

“Without Brian’s leadership, our current partnerships with class-leading companies like Georgia Pacific and Owens Corning would not exist,” said David Boyer, CEO and President of PROSOCO. “Through Brian, PROSOCO extends those relationships to include many key design professionals, building envelope consultants, distributors and contractors. Those relationships are essential to gain industry acceptance of innovative, systems-focused approaches to cost-saving, energy-efficient building assemblies. Brian’s professional relationships with key individuals and within important networking organizations will drive the success of these strategic partnerships.”

Demian Weaver joined PROSOCO with a prior work history well-suited to his new role advocating for **Strategic Partnerships – Technology**. Over the past 5 years, Weaver served PROSOCO as a territory manager in the Mid-Atlantic States. That experience earned him a deep understanding of PROSOCO technologies and the industries PROSOCO serves. These combined experiences will enable Weaver to capitalize on PROSOCO’s novel product formulations and production capabilities.

Working from PROSOCO’s corporate headquarters in Lawrence, Kan., Weaver will coordinate efforts of internal quality assurance, quality control, scheduling, production, purchasing, labeling, regulatory control and logistics on behalf of key strategic partners serving other facets of the marketplace.

“With a background in product technologies and sales, Demian is perfectly suited for this role,” Boyer said. “We’re excited to watch him optimize our growth in this area.”

Brand Integrity

The corporate restructure includes a complete revamp of PROSOCO’s sales and traditional marketing departments. **Kevin Sigourney** has been promoted to the position of **Vice President – Brand Integrity**, where he will oversee all functions of sales and brand strategy (formerly known as marketing) departments. Sigourney devoted the first 10 years of his PROSOCO career managing its industry-leading Customer Care Department, and the last six years directing national activities for PROSOCO’s Concrete Flooring Group.

The new structure will allow future marketing efforts to focus first on the corporate brand, and secondarily on individual products or product lines.

“In 2014, PROSOCO underwent a complete rebranding campaign,” Boyer said. “Those efforts, combined with a mindful shift in market focus toward more pioneering, energy-efficient and environmentally responsible technologies, have changed people’s perception of who PROSOCO is and what we stand for. Our new structure is designed to further elevate and enhance PROSOCO’s presence and reputation in every industry we serve.”

The PROSOCO department previously known as marketing is officially operating under a new banner – Brand Strategy.

Nicole Lauderdale has been promoted to **Brand Strategy Group Director**, a role in which she will manage research strategy and oversee all branding projects. This new role better utilizes Lauderdale’s skills she acquired prior to joining PROSOCO in 2015.

John Young has been promoted to **Creative Director**, a role in which he will define and guide all creative strategy and design projects. This role frees Young to apply his visual and story-telling skills to the benefit of the PROSOCO brand and all PROSOCO businesses.

Darcy Boyle has been promoted to **Media and Communications Director**, a role in which she will manage all messaging strategies, media relations, email marketing and communications. In traditional print and rapidly evolving digital media, the importance of consistent, harmonized messaging strategies has never been greater.

Javier Aqui is PROSOCO’s newly hired **Events Coordinator**. In this new position, Aqui coordinates PROSOCO’s trade show, networking and travel logistics.

And that’s just the beginning.

Under Sigourney’s leadership, the Brand Strategy Group will soon double in size, with future hires in digital marketing and brand management planned for this quarter.

Technology and Innovation

Another new hire, **Andrzej Rokicki, Ph.D.**, will serve PROSOCO as its **Director of Technology and Innovation**. Previously the Industry Liaison Director for the University of Kansas’s Center for Environmentally Beneficial Catalysis, Rokicki will manage entire product line life cycles from strategic planning to tactical activities; investigate new product technologies that align with PROSOCO’s goals and objectives; and identify market and regulatory trends that impact the industries PROSOCO serves. Rokicki brings a wealth of chemistry knowledge and experience to the newly created position. With a Ph.D. in chemistry from Warsaw (Poland) University of Technology and experience in several international research posts, Rokicki holds 33 patents; has authored more than 25 papers; is well-versed in inorganic, organic and organometallic chemistry; and is an expert in catalysis.

“The right team to fuel more rapid and strategic growth of all PROSOCO business units is in place,” Boyer said. “I have complete faith that this new structure will enable us to be more nimble, operate more efficiently and pioneer new pathways for growth.”

About PROSOCO

Based in Lawrence, Kan., PROSOCO is a national manufacturer of products for cleaning, protecting and maintaining concrete; making building envelopes air- and water-tight; and cleaning, protecting and restoring new and existing masonry buildings. We strive to provide innovative products and services that improve the appearance and performance of our built environment. Since our founding in 1939, we’ve fostered a reputation across the nation and internationally as a company that goes above and beyond for our customers in every way possible.

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