

FOR IMMEDIATE RELEASE

February 26, 2025

Curecrete Announces Key Leadership Promotions Following President & CEO Appointment

Springville, UT – Following the recent appointment of Max Poggio as President and CEO of Curecrete, we are pleased to announce several key leadership promotions that will further strengthen our company's vision, innovation, and market leadership in concrete densification, polishing and maintenance.

- **Christian Jensen** has been promoted to **Chief Financial Officer (CFO)**, overseeing financial strategy and operations.
- **Palmer Hawkins** has been appointed **Chief Operating Officer (COO)**, ensuring excellence in daily operations and organizational efficiency.
- **Garrett Soong** steps into the role of **Chief Marketing Officer (CMO)**, leading global marketing and brand strategy.
- **Vernon Talbot** has been named **Chief Sales Officer (CSO)**, driving sales growth and customer engagement.
- **Lee Cardon** has been promoted to **Chief Information Officer (CIO)**, spearheading technology and digital transformation.
- **Roy Bowman** assumes the role of **Chief Technical Officer (CTO)**, leading innovation and product development.

"These leadership promotions reflect our commitment to excellence and innovation," said **Max Poggio, President and CEO of Curecrete**. "Each of these individuals brings exceptional expertise and vision that will drive Curecrete forward in our mission to deliver industry-leading solutions."

Please join us in congratulating our newly appointed leaders as we continue to build a strong and dynamic future at Curecrete!

PRESS CONTACT:

Garrett Soong
Chief Marketing Officer
garrett.soong@curecrete.com
www.curecrete.com

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CURECRETE DISTRIBUTION, INC.

1203 Spring Creek Place, Springville, Utah, USA Phone: 801.489.5663 Free: 800.998.5664 Fax: 801.489.3307

www.curecrete.com www.ashfordformula.com www.retroplatesystem.com