



Ketron

The Precast/Prestressed Concrete Institute (PCI) named ACI member **Thomas Ketron** Director of Sustainability. In this new position, Ketron will be the staff liaison to the PCI Sustainability Committee and its subcommittees, as well as serve as representative to other industry groups and organizations on sustainability and resiliency issues. Ketron most recently

held sales roles with GATE Precast and NAPCO Precast in Texas, USA, and was owner of Firehorse Communications, a brand and marketing consulting agency for North American precast concrete companies. Before that, he was Director of Marketing and Strategic Communications from 2003 to 2020 for Clark Pacific, a precast concrete producer based in West Sacramento, CA, USA. Ketron received his bachelor's and master's degrees from the University of California, Berkeley, Berkeley, CA. He is a LEED-Accredited Professional (LEED AP).



Dennis

Megan Dennis joined the Pennsylvania Aggregates and Concrete Association (PACA) as Director of Environmental, Safety and Health. In this role, Dennis will offer strategic guidance on environmental, safety, and health regulations, as well as provide educational support to PACA members regarding state and federal acts, statutes, and regulations, and on agencies'

initiatives that affect the crushed stone, ready mixed concrete, sand and gravel, and cement industries. Additionally, Dennis will foster collaboration to advance statewide policies and regulations that promote the interests of these industries. Dennis has been actively engaged with PACA through the Young Leaders Development Group (YLDG) and the Environmental Community. She is also a graduate of the inaugural PACA Emerging Leaders Academy (PELA). Dennis has over 12 years of experience, most recently as a Senior Scientist at Skelly and Loy, a Terracon company.



Carlson

Command Alkon appointed **Ron Carlson** as Senior Vice President, Industry Liaison. In his new position, Carlson will play a role in enhancing customer engagement, providing strategic industry insights, and fostering long-term relationships with key accounts. Carlson's extensive experience in the heavy building materials sector will be invaluable in helping Command Alkon

deliver value to its customers. Carlson previously served as Executive Vice President of Operations at Superior Materials. Carlson's expertise also includes the successful implementation of numerous technological advances and initiatives, including the installation of Command Alkon solutions, COMMANDqc, and TrackIt. Before his senior operational roles, Carlson spent a decade with Ozinga Ready-Mix in Chicago, IL, USA, where he gained valuable experience and technical skills in various positions. Carlson serves on the National Ready Mixed Concrete Association's Operations Environment and Safety Committee and was a member of the Wisconsin Ready Mixed Concrete Association Board.



Tate

RedTeam appointed **Craig Tate** as Chief Executive Officer (CEO). Tate has more than three decades of executive leadership experience in the enterprise software industry and a proven track record of driving growth and innovation. Tate succeeds **Jim Atkinson**. The RedTeam Board of Directors extends its gratitude to Atkinson for his unwavering dedication and numerous contributions to

the company. Tate joins RedTeam from Command Alkon, where he served as Chief Revenue Officer. Before Command Alkon, Tate served as Chief Revenue Officer at ConstructConnect. He led a team of more than 400 across the United States and tripled revenue through combined organic growth and several acquisitions. Tate also helped develop and launch a successful rebranding and expanded marketing program.

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