



Executive of the Month: Martin, CEO of REMCO: Ready to meet clients' changing needs while continuing tradition of handcrafted restoration; Building upon customer loyalty while enhancing services / increasing client satisfaction

October 27, 2014 - Front Section

A forward-thinking business professional with proven experience in both strategic management and financial leadership, Kenneth Martin was intrigued last year when he heard about the open CEO position at REMCO, the region's leading architectural surface restoration and maintenance company.

"The REMCO name along with its iconic fleet of red vans elicits strong brand and quality recognition," Martin said of the 80-year-old company, which provides services for all the New York City boroughs in addition to Long Island, New Jersey and Connecticut. "I first became aware of REMCO when I relocated from Boston in the mid 1990's. The company was the forerunner in the industry at that time with very few competitors. Over the last decade the industry saw an influx of competition, many firms founded by those who had their start as a part of the REMCO team. Throughout the changes over this time frame the

REMCO brand has remained the leading provider within the industry. It was the strong brand recognition, along with the experience and dedication of the long-term REMCO employees, that made this opportunity so alluring."

Martin joined REMCO as CEO in September 2013. He immediately spearheaded a company-wide rebrand that included a new website, logo refresh, collateral materials redesign and staff expansions. His focus is on building upon REMCO's customer loyalty, while at the same time, enhancing services and increasing client satisfaction. He has embraced the staff like family and is cognizant that employee happiness promotes quality work. Martin has also begun looking into New York City-centric charity organizations with which to partner, preferably groups that share the same mission as REMCO to celebrate and execute community beautification.

Headquartered in Long Island City, REMCO has ensured the longevity of New York City's signature buildings by not only restoring their value, but also preserving the splendor of their interior and exterior surfaces.

REMCO employs the most progressive restoration and maintenance methods in existence for metal, marble, stone, concrete, masonry, grout, and wood as well as building facades. The clients run the gamut in the real estate world including residential, commercial and hospitality properties. The impressive service roster includes iconic structures like One World Trade Center, Grand Central Terminal, The New York Stock Exchange, The Waldorf Astoria, One New York Plaza, Harry Winston, St. Patrick's Cathedral and New York City Hall. REMCO is a portfolio company of Patriarch Partners, LLC, a private equity firm and holding company founded by Lynn Tilton in 2000 that manages 75 companies across 14 industry sectors.

REMCO continues to secure some of the most significant projects in its markets due to its culture of innovation. "When the last recession hit, the hospitality business, which represents a large segment of our business, was particularly hard hit," said Martin. "We had to innovate new services. Therefore, we further developed metal curtain wall painting as a new area of customer need and focus."

Martin said, "We continue to adapt and evolve. Simply polishing bronze and metals - something we have done successfully for the last 80 years - is just the beginning of our offerings. Today we are transitioning into numerous new finishes and services. Every day is an adventure here with the standard wear and tear of the city, but we stand ready to meet the changing needs of our clients all the while continuing our tradition of handcrafted restoration and maintenance."

Martin understands that a significant part of REMCO's future is in the green initiative. "We're exploring LEED certification and supplying our clients with greener chemical alternatives. We're changing as building techniques and the issues relative to green initiatives continue to evolve. It's a strong selling point for us that we are embracing this movement," Martin said.

A Boston native and a graduate of Northeastern University, Martin has called the New York City area home for the past two decades. Over the previous 25 years, he has played key roles in leading new and existing executive management teams responsible for startup, turnaround and development of under-performing business entities. Through a focus on revenue development and cost productivity, Martin has helped many companies improve both their market position and operating results. Prior to REMCO, he was a part of the senior management teams for a variety of financial and construction companies including Control Equity Group, Origin Construction Services, ACC Construction Corp., NSC Corp. and OneSource New York, Inc.

When it comes to leading REMCO, Martin knows the possibilities are endless. "With generations of expertise behind us, we will continue to elevate the brand, expand our customer base and improve our services," he said. "REMCO brings buildings back to life, and that will continue doing so for many more generations to come."

For more information about
REMCO visit www.remcony.com.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540