



Executive of the Month: Alen Gershkovich of Inspiron Management breaks the mold of a traditional “owner rep”

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New York, NY An owner’s representative serves as a development and project manager. This role requires a specific skillset, a passion for construction, and a dedication to perpetual improvement. Today, we are spotlighting Inspiron Management’s principal, Alen Gershkovich, who brings more than 20 years of construction industry experience to the table.

While Gershkovich has spent decades in the industry managing large-scale construction projects in the greater New York City area, he understands that there is something new to learn each and every day. He has overseen over \$1 billion in construction of multi-use developments, retail, hospitality, education, specialty, and distressed/stalled projects.

Gershkovich’s career has been on an upward trajectory since its inception, offering a unique insight

into being strategically dynamic and aggressive in an ultra-competitive industry. He said it best describing his role, “I love being an owner rep. I have always enjoyed watching projects get built, since I was a little kid. I get to play construction chess every day. Each move matters.”

Every move matters indeed, and Gershkovich sees to it that each move is calculated with his clients’ best interest. “It matters to me that my clients know that I have their back and will work tirelessly to make sure their interests are protected. I really enjoy working with principals and decision makers who have the passion to cut through all the nonsense to get things accomplished.”

Inspiron Management’s team of construction professionals is dedicated to offering the peace of mind and confidence that their clients require by providing services that promote and enhance the overall goals of every project.

Why Become an Owner Rep?

Problem solving for his development and construction clients is not just something that Gershkovich is good at, it is something that he truly enjoys. In the beginning, clients would request his guidance on projects that went sideways for various reasons. References came in on the backs of Gershkovich’s extensive experience in construction and his reputation for getting projects back on course.

Eventually, repeat clients then started asking for his expertise on their next round of projects at inception, before they got a chance to get in trouble. This gave Gershkovich the opportunity to make sure that his clients were protected, focusing on using a proactive approach that would save his clients headaches and money.

Who is Inspiron Management?

Gershkovich formed Inspiron Management on the foundation of experience, expertise, and accountability. The company’s success can be attributed to being realistic, direct, and holding each team member accountable. By asking realistic questions and allowing all of the stakeholders to do their jobs, Inspiron Management has been able to achieve impressive results.

Gershkovich highlights the fact that, “There is a balance when you lead a team of guiding and empowering vs. disabling and deflating.” His job is to effectively lead and get results for his clients. Stakeholders quickly understand that while Inspiron may be the conductor, they are not always a subject matter expert at everything. Their duty is to ensure that everyone performs their job and is held accountable, including themselves, so that the project benefits and the clients benefit.

So, what sets Inspiron apart from the competition? Results and protection. Aligning all stakeholders to the same goal, Gershkovich ensures that they not only get results for their clientele, but they do so by protecting both the client and their stakeholders.

Plus, Gershkovich has a huge advantage: He has been there before. Having run a construction company for many years and having built many projects in the trenches means that he gets it. He understands the problems that hurt a project because he has seen them firsthand. In many cases, the problems are not about construction or construction material. It is not that obvious. It is very often an issue with human thinking or lack of logic and energy to stay on task through a project's completion.

Alen Gershkovich: A Different Kind of Owner Rep

Gershkovich is known for this insistence on asking the 3rd and 4th questions. What does that mean? It means taking a deeper look into a situation, digging through the obvious issues, and foreseeing what issues can and may arise. He works diligently to confirm verifiable proof from the supply chain to ensure that critical path components are under control. Getting all the way to the end and turning a project over for his clients is the key to monetizing their goals and dreams. And that makes it all worthwhile.

People often misunderstand what an owner rep is, where they fit on the project team, and how an owner rep can benefit them. An owner rep leads a project, keeps all of the key players on task and on the same page, and ensures that desired results are achieved by avoiding costly delays.

The value of an owner rep boils down to pain management and money. They save clients significant dollars and headaches during a project's life cycle. Their primary roles is to solve the two main issues with construction projects: Schedule and budget overruns. Owner reps allow the client to focus on the big picture instead of focusing on the day-to-day minutia involved in a project.

A Career Marked by Success

Gershkovich has had his hands in countless notable projects throughout his career, but holds a special place in his heart for the design build work on Luna Park in Coney Island. He was able to turn around an amusement park complex while working with city agencies, an incredible feat. Working with an amazing team, the project was a catalyst to the revitalization of Coney Island. Gershkovich was able to build a true friendship and lasting relationship with CAI/Zamperla. Today, he still works with them on their continued expansion effort.

Building long-standing relationships with clients continues to foster the success of Alen Gershkovich and Inspiron Management. In addition to Luna Park, Gershkovich is extremely proud of the work that they recently completed in Hillsborough, N.J., Iron Peak Sports & Events. Brought in mid-project, Inspiron worked hard to align the efforts of all the players involved in building the state-of-the-art sports complex. Gershkovich felt great knowing that this sports complex was a bedrock to the community and that the kids are really enjoying their new facilities.

When it comes to success, Gershkovich epitomizes what it means to put passion and hard work at the forefront. Inspiron's leader understands that his passion for construction, dedication to advising his clients, and focus on protecting their projects is what gives him a thrill.

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