



Electra USA discusses profitability at NY Build Expo

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Manhattan, NY Electra USA joined a New York Build Expo panel entitled “The Analytics Advantage: Innovating the Building Industry with Data-Driven Insights.” The focus was on the transformative impact of data analytics in the construction sector, where Electra’s CFO, Doron Netanel, highlighted the critical role of data in enhancing profitability and operational efficiency.

Netanel shared insights into Electra’s data-driven strategy: “We do what makes us money. Data makes us money.” This declaration highlights Electra’s focus on using data analytics for strategic advantage, showcasing a direct path to success in the construction industry. He further said, “We take a commonsense process to see how we can implement technology,” pointing out Electra’s approach to integrating data insights into business practices.

Amid discussions on innovation and cost efficiency, Elizabeth Crowley, president and CEO of the Building Trades Employers’ Association (BTEA), said, “One of the number one complaints I get is the cost of insurance, and I would love Doron to come speak to them about how you need to be innovative to cut costs.” Crowley’s remark underscores the industry-wide quest for innovative solutions to perennial challenges like insurance costs, spotlighting the potential value of insights from leaders like Netanel and companies like Electra in driving change.

The conversation underscored Electra’s leadership in adopting data-driven strategies to advance the construction industry. By demonstrating the tangible benefits of data analytics, Electra illustrates how technology integration enhances profitability and serves as a sector innovation model.

This panel reflects the construction industry’s readiness to enter a new era of increased efficiency, safety, and quality, driven by data insights and technological innovation. Electra’s participation in the New York Build Expo solidifies its position as a pioneer in the industry’s journey.

Additional panelists included Crowley; Andie Moeder, New York director of work + change strategies at Jacobs; Kyle Becker, VP of construction at Carmel Partners; Mark Drozdov, OSHA authorized instructor and university professor at The Cooper Union.