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**For Immediate Release**

## **Precast/Prestressed Concrete Institute Names Director of Sustainability**

CHICAGO, November 12, 2024 – The Precast/Prestressed Concrete Institute (PCI) has named Thomas Ketron as its director of sustainability. In this new position for PCI, 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.

“I’m thrilled to join the PCI staff and its dedicated members in furthering our industry’s commitment to a more sustainable future,” Ketron said. “I think this is a future where precast concrete will thrive, bringing more innovation, greater resource efficiency, and more reliable and resilient prefabricated solutions for the construction industry.”

Ketron most recently held sales roles with Gate Precast and NAPCO Precast in Texas 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, Calif. He is a LEED-Accredited Professional (LEED AP) and has Bachelor’s and Master’s degrees in History and German Literature from the University of California, Berkeley.

### **About PCI**

*Founded in 1954, The Precast/Prestressed Concrete Institute (PCI) is a technical institute for the precast concrete structures and systems industry. PCI develops maintains, and disseminates the Body of Knowledge for*

*the design, fabrication, and construction of precast concrete structures and systems. PCI develops consensus base standards, industry handbooks, quality assurance programs, certification, research and development projects, design manuals, continuing education, and periodical publications. PCI members include precast concrete producers, erectors, suppliers, professional engineers and architects, educators, students, and industry consultants who complement the wide range of knowledge of precast concrete. For more information, visit [pci.org/howprecastbuilds](http://pci.org/howprecastbuilds).*