

EXECUTIVE OF THE MONTH

Pietro Barberi, Vice President, GTL Construction of New Jersey

How did you get into the construction industry?

Involvement in the construction industry was ingrained in me at a very early age. Some of my fondest childhood memories include spending time at jobsites with my father and uncles. I was immediately drawn to construction and fascinated with how things were built. I would watch the trades in awe as they brought projects to life. I knew right away that this was the industry that I wanted to be involved with. I get immense satisfaction from being able to construct and build spaces where people can learn, work, and socialize.

What are the greatest challenges facing the construction industry currently and in the future?

One of the biggest challenges that I see affecting the industry in the future is utilizing the constantly evolving AI technology. AI will affect all industries, including the construction industry. GTL has been closely monitoring the advancements of AI with an eye towards how it can be incorporated into our business operations in a beneficial way for our staff and clients. Companies that embrace AI and implement it into their strategic planning for the future will thrive and succeed. Unfortunately, those who do not will be left behind.

An ever-constant challenge facing our industry now and in the future is our economy. The health of the economy greatly affects our client's ability to have the funds to move forward with their construction projects and meet



Coach Pietro & his family after going undefeated and winning the Pee Wee Super Bowl.

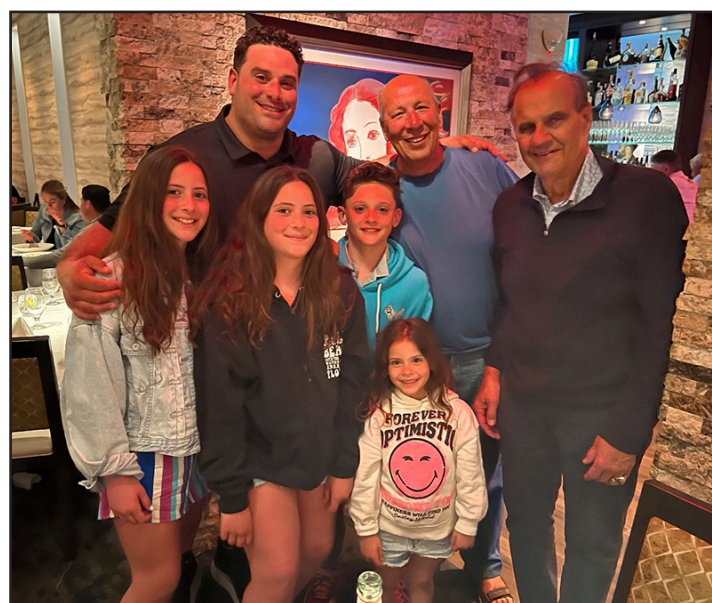
their goals. As interest rates rise, a client's ability to raise capital for their projects can be adversely affected. At GTL, we are constantly aware of this challenge. We work closely with our clients on value engineering concepts to assist them in saving money while at the same time being able to maintain the vision and functionality that they are aiming to achieve.

What is the vision for the future of GTL Construction of NJ?

GTL is always coming up with new and innovative ways we can serve our customers. We are most

proud of our ability to build trust with clients — starting slow and steady by successfully completing smaller projects which builds their confidence in us to take on much larger projects. The GTL NJ team is currently working on multiple projects throughout New Jersey in the retail, corporate office, and healthcare sectors.

Repeat clientele does not happen by accident. It is a testament to our commitment and talent. We believe that is the best way for us to grow and sustain growth. We don't just build projects; we build and foster



Pietro and his family with the legendary Joe Torre.

relationships which have been the catalyst for our growth and success.

How has GTL utilized technology to enhance its work product?

GTL's approach to the communicative process includes project management reporting via database systems utilizing construction industry recognized software and project status — cost control reporting mechanisms. The foundation of our success has been:

- Responsive communications;
- Accurate documentation of processes;
- Weekly on-site client team meetings; and
- Meticulous coordination of manpower and trades

What are you currently excited about in the industry?

The most exciting part of the construction industry is that every project is unique. Every project brings new challenges that must be met with innovative and strategic thinking. It also introduces you to new people with very diverse skill sets which allows you to learn something new every day. It fosters teamwork and collaboration to solve the multitude of issues daily. All

these things enable people in the construction industry to make a true impact on the world around us. Whether it be in technology, infrastructure, or sustainability these things create real change in how we live and operate as a society.

What are you involved in outside of work?

I love to coach my children in sports. Being on the field with

them and the other children is like therapy and helps me unwind and recenter myself after a tough day's work. There is no greater joy that I get than being able to spend time with them on the field.

I also enjoy giving back to the community and assisting in charitable causes. As a member of the Spring Lake Toys Foundation, we were able to renovate a home for a family who had three children with special needs. Through the efforts of many people, we made the home handicapped accessible. This organization helps families with medical and living expenses so that they can focus on their special needs children without worrying about finances.

I am also a board member for Courage and Sacrifice. Courage and Sacrifice is a private, non-profit organization that supports local wounded war veterans



Pietro and some of his team at a N.J. Subcontractors event.



The GTL team was honored to be part of the ribbon cutting ceremony for a new cancer treatment center in Riverdale, N.J. The team was hired to complete a 7,500 s/f interior, two floor, office fit-out. This fully ADA compliant facility included custom millwork, granite countertops, and sophisticated technology. This 16-week project needed to be completed in 12 weeks and was delivered safely and on time. It was a pleasure working with the client Regional Cancer Care Associates, the architect Kimmerle Group and owner's representative Cresa.