

PRESS RELEASE



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OMG ROOFING ALIGNS LEADERSHIP TEAM TO ACCELERATE INNOVATION & GROWTH

-- Adds Brian Regnier as Vice President of Sales & Marketing --

AGAWAM, Mass., January 16 -- As part of its strategic plan to accelerate growth, innovation and product performance, OMG Roofing has restructured its management team with several industry heavy hitters.

Brian Regnier has been brought in as the new vice president of sales and marketing. In his role, Regnier is responsible for developing and executing the division's overall sales and marketing strategy as well as overseeing the company's marketing and customer service departments.

Regnier joins OMG from Duro-Last, a well-established manufacturer of custom-fabricated thermoplastic single-ply roofing systems, where he was vice president of sales. Earlier, he managed New England commercial sales for Beacon, the largest publicly traded distributor of roofing, waterproofing and related exterior products in the United States and Canada.

In addition to Regnier, John McMahon was promoted to senior vice president and general manager, where he will work with Regnier and Adam Cincotta, vice president of the Adhesives Business Unit to drive the company's top level strategic initiatives.

McMahon has been with OMG since 2002 in a variety of leadership roles. He was promoted to vice president of sales and marketing for OMG Roofing in early 2024, after spending 22 years with FastenMaster where most recently he led the Decking Business Unit.

Rounding out the new team is company veteran Josh Kelly, who has been named as senior vice president of the Fastener Business Unit and Roofing Technical Services. In this capacity, Kelly will oversee the company's primary roofing fastener operations, which includes RoofGrip, RhinoBond, PowerGrip, OlyFlow, and the OMG Roofing technical services team.

Kelly started with OMG in 1991 as a project coordinator and has held a variety of positions of increasing responsibility since then. Most recently he served as senior vice president of business development, but has extensive experience with the company in sales, marketing, and product development, including the innovative RhinoBond System.

“I am confident that these organizational changes will significantly enhance the team’s ability to drive continued success,” said John Ashe, president and CEO of OMG, Inc. “Brian, John, Josh and Adam are all well-seasoned industry veterans with strong track records of accomplishment and demonstrated leadership abilities.”

Headquartered in Agawam, Mass., OMG Roofing Products is a leading manufacturer of commercial roofing products in North America featuring specialty fasteners, insulation adhesives, drains, pipe supports, and innovative productivity tools. The company’s focus is delivering products and services that improve contractor productivity and enhance roof system performance. For additional information, please contact your local OMG field sales representative, OMG Customer Service at 800.633.3800, or visit OMGRoofing.com.

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