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Announcement: General Insulation Company's New President and CEO

We are proud to announce Frank Granara II as General Insulation Company's new President and CEO. Frank Granara II will continue General Insulation's 43 years of leadership by the Granara family. We look forward to remaining committed to our core values and embracing the opportunities ahead.

Frank has worked at General Insulation for the past fifteen years. He started his career as an inside salesperson in New York City, then initially took on the role of Operations Manager before becoming the General Manager, working in our Boston location for a total of eight years. Frank was promoted to Regional Vice President in 2018, overseeing our Florida locations for four years. In 2022, Frank became Regional Vice President of the Northeast Territory including eight locations spanning from Maine to Philadelphia.

Frank has also been a member of General Insulation's technology team for many years. He has helped our company research, build, and implement technological solutions to improve internal efficiency and our customer experience. Additionally, he is a graduate of the GIC Leadership program.

Frank looks forward to combining his intimate knowledge of branch operations, passion for technology, and entrepreneurial mindset to uphold General Insulation's mission of "pushing limits to be your distributor of choice" and to expound upon the high-growth company standard for which General Insulation is proudly known.

When asked about his new role, Frank said, "The U.S. construction market is at an inflection point. We are building data centers and manufacturing plants at a rapid pace around the country that will require further investment in industrial energy sources to power them. We are also undergoing a shift to more stringent commercial and residential building codes, and additionally, we are seeing an increase in the appetite for sustainable building materials. One of the keys to General Insulation's success has been our ability to quickly adapt to changing market needs. All three of our industries – commercial, industrial, and residential – are undergoing substantial changes where they will need a strong supply chain partner. General Insulation will be that partner."

On a personal level, Frank holds a Bachelor of Arts degree in Economics from Middlebury College and a Master of Business Administration degree with a concentration in Entrepreneurial Studies from the F.W. Olin Graduate School of Business at Babson College. Frank has been happily married to his wife, Erin, for five years. They have two daughters together and are looking forward to the birth of a baby boy in May.

