

FOR IMMEDIATE RELEASE

## **Curecrete Distribution, Inc. Names Marco Poggio President and CEO**

SPRINGVILLE, Utah – Thursday, August 13, 2026 – Curecrete Distribution, Inc., manufacturer of the Ashford Formula, RetroPlate Polishing System, and RetroFit Maintenance System and a global leader in concrete densification technology, today announced Marco Poggio as its new President and Chief Executive Officer.

Marco Poggio brings more than 25 years of technology industry leadership, most recently serving as Global Vice President of Customer Success at NetDocuments, a legal technology and document management software company based in Utah. Throughout his career, he has focused on the customer experience and post-sale journey, working across support, services, delivery, and operations teams to help companies drive recurring revenue growth.

Poggio's appointment follows a thorough search process conducted by the Curecrete board. "We are unanimously behind Marco, and we'll do everything that we can to make sure that we're aiding in his success and in all of our success," said board member Tim Cottrell. "I know that he's been very successful in everything that he's touched, and I know that he creates teams that are loyal and effective. He has unquestioned integrity, unquestioned work ethic, and the ability to combine an old-line industry with cutting-edge communication and technology as we go forward."

"I am excited and humbled to take part in the rich history of Curecrete," said Poggio. "Their vision of constantly growing and being the global leader in concrete densification, while enhancing the lives of the people through the process, is exciting. Our people, how we service, and our customers is what makes Curecrete special. I am excited to be a part of it."

Poggio's leadership philosophy centers on creating long-term value by putting customers first, developing exceptional teams, and fostering a culture of continuous improvement. He describes his day-to-day leadership approach as removing roadblocks for the people closest to the problems, and leaning into servant leadership grounded in accountability.

"There is a tremendous opportunity for growth," Poggio said. "We have the best products in the industry, and that's incredibly exciting. Our focus is on scaling the business in a meaningful and sustainable way—creating momentum and excitement not only internally but for our customers."

### **CURECRETE DISTRIBUTION, INC.**

1203 Spring Creek Place, Springville, Utah, USA Phone: 801.489.5663 Free: 800.998.5664 Fax: 801.489.3307

[www.curecrete.com](http://www.curecrete.com) [www.ashfordformula.com](http://www.ashfordformula.com) [www.retroplatesystem.com](http://www.retroplatesystem.com)

Jerry Jones, who founded Curecrete in 1970, expressed confidence in the company's future under Marco's leadership. "I want to see, with Marco leading us, that we can continue to grow, continue to prosper, and continue to make sure everybody who works here benefits as we do," Jones said.

Max Poggio, who will remain closely involved as Chairman of the Board, said he is confident in Marco's ability to lead. "He's dedicated. When he makes a commitment, he gives it all he's got," Max Poggio said. "He's humble and wants to learn – he's like a sponge. So far, everything I've seen him do, he's done very successfully."

Marco and his wife live in Highland, Utah, and are the proud parents of four children.



**About Curecrete Distribution, Inc.** Founded in 1979 by Jerry Jones, Curecrete Distribution, Inc. invented the concrete densification industry with the Ashford Formula and, in 1999, introduced the RetroPlate Concrete Polishing System, establishing the modern polished concrete industry. Headquartered in Springville, Utah, Curecrete manufactures a full line of concrete densifying, polishing, repair and maintenance products – including Ashford Formula, RetroPlate, and the RetroFit System – used by contractors, distributors, and facility owners worldwide. Curecrete remains privately held and continues to be recognized as an inventor and global leader in concrete densification technology.

**Media Contact:** Garrett Soong | Chief Marketing Officer | [marketing@curecrete.com](mailto:marketing@curecrete.com)

#### CURECRETE DISTRIBUTION, INC.

1203 Spring Creek Place, Springville, Utah, USA Phone: 801.489.5663 Free: 800.998.5664 Fax: 801.489.3307

[www.curecrete.com](http://www.curecrete.com) [www.ashfordformula.com](http://www.ashfordformula.com) [www.retroplatesystem.com](http://www.retroplatesystem.com)