



CELEBRATING
55 YEARS

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Ones to Watch 2019: John Pozerski, Woodcraft Designers & Builders

May 31, 2019 - Spotlights

John Pozerski

Director of Sales & Business Development

Woodcraft Designers & Builders

Year you entered your current field? 1991

How have your life experiences impacted who you are professionally? Coming from a large family, my parents taught all seven of us how to enjoy life and that spending time with each other was an opportunity to grow, learn, and have simple fun. These lessons were not always the easiest, but a foundational skill for a lifetime of learning. I had an entire village help me build my life-skills toolbox that I use every day. My village includes my parents and siblings, Brockton School teachers and principals, Boy Scouts, Bridgewater State University, Sigma Chi, my belief in God, my beautiful wife Joanie and my five awesome kids, and countless others. You'll be remembered by how you treated others – respect, honesty, kindness, and helpfulness. Life is an experience that can only be lived.

What do you consider to be your greatest professional accomplishment in the past 12 months? The overall growth, market penetration and brand recognition of Woodcraft's business. Last year was an important expansion year for our company. Our 2017 move to our new Canton-based offices & manufacturing facility increased our manufacturing capacity 3-fold, allowing us to increase revenues by over 100% in two years and carefully grow our employee base to support this expansion. Strategically we focused on the CRE growth within luxury community-living, college & university, private school, and medical markets. We also focused on a few strategic partners, architects, and owners to secure "large-scale/complex-design" millwork projects to showcase our capabilities to the market.

Who or what do you attribute to your success? Simply put, it is people. When others succeed, then I am successful. Every interaction with an employee, a customer, a supplier, a partner, a colleague, and even family, is an opportunity to engage, listen, learn, reflect, guide and coach a team that will deliver success for our customers, our employees, our company and life. I've learned that others know more than I do and if I choose to listen, I can learn from them.

