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Cruz of Cruz Companies delivers commencement at Madison Park Technical Vocational High School

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Boston, MA Careers in the building trades can lead to a promising and financially secure future for young graduates. That was the message of Cruz Companies president and CEO John Cruz, III, as he addressed over 100 graduates at Madison Park Technical Vocational High School in June.

The commencement was held at Northeastern University's Matthews Arena, not far from where Cruz has grown his own company. Originally launched by his father, John "Bertie" Cruz, 70 years ago. Today Cruz Companies is one of the oldest and largest minority-owned construction, real estate development, and property management firm in the region.

Cruz said the industry could use more minority leadership, like many of the graduates assembled. "I'm fiercely proud of the fact that we're a third-generation, black-owned firm that my father started 70 years ago," said Cruz. Under Cruz's direction, Cruz Companies has achieved an MBE contractor participation rate as high as 82%, serving as an industry leader in diversity and inclusion, and recognized by organizations like the NAACP, Massachusetts Women's Political Caucus and Lawyers Committee for Economic Justice.

"The problem is, there should be five more minority companies, similar to Cruz, operating in Greater Boston," said Cruz, urging the graduates to continue their education to go into the industry, launch careers and businesses of their own.

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