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## **2023 Ones to Watch - Industry Leaders: Shad Brook of The Procopio Companies**

November 24, 2023 - Spotlights



Shad Brook  
Chief Operating Officer

## The Procopio Companies

3 skills that you use every day in your position: Teaching, Problem Solving, Advising

Best book, podcast, or app for aspiring leaders: The Second in Command – Cameron Herold

Best advice for new leaders in 10 words or less: Be authentic, listen actively, work on yourself, and build people

What recent project, transaction or accomplishment are you most proud of? I am most proud of where I am today, as I have been able to recognize my values as an individual personally and professionally. Procopio has helped me to reaffirm my values, as I am surrounded by team members with the same goals and vision, in an environment where our shared values drive the business. This culture has allowed me to thrive.

What makes this nominee an Industry Leader? “Shad continues to excel at Procopio, and his interpersonal skills and leadership qualities meant a natural shift for him to COO. His authenticity, thoughtfulness, self-regulation and connection are core to our values. Shad’s problem-solving and technical knowledge makes him an invaluable leader we are grateful to have!” - Shelby Procopio, Director, People & Culture at Procopio Companies