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Acella Construction unveils new brand identity under new ownership

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Rockland, MA Acella Construction Corp., a leader in construction management throughout greater Boston, has launched a refreshed brand identity following a recent change in ownership. The rebranding initiative reflects the company's renewed strategic vision, emphasizing innovation, client collaboration, and a commitment to excellence as it enters a new chapter of growth and leadership.

New CEO Helen De Novaes and husband Jaquer De Novaes have assumed ownership of Acella Construction, bringing with them a long-standing affiliation with the company. Jaquer De Novaes has served as a subcontractor with Acella since its founding in 2003, demonstrating a strong and lasting connection with the company, which is recognized for its high-quality, client-focused construction

management and preconstruction services throughout New England.

The Acella leadership team also consists of Saul Schrader, president, Ryan Klebes, vice president of preconstruction and estimating, Ryan LaVangie, vice president of sales and marketing, Anthony Dirubbo, vice president of operations, and Scott Brash, director of field operations.

The rebrand speaks to Acella's evolution and represents a fresh perspective while honoring the company's legacy of client relationship-driven service.

Under its new ownership, the company has launched a new and contemporary logo, designed to denote strength, precision, and forward momentum. The logo rollout will be featured across all platforms, signage, project sites, and collateral materials.

Acella will continue to operate from its Rockland headquarters and remains committed to its core sectors: academic, healthcare, retail/hospitality, and corporate projects.

"This rebrand marks a new era for Acella Construction Corporation," said CEO Helen De Novaes. "We're building on a strong foundation with fresh energy and a clear vision for the future."

Founded in 2003, Acella delivers a premium suite of construction management services, including design-build and pre-construction solutions for business owners, commercial real estate developers, and discerning institutional and retail clients.

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