

## **Members' Day Keynote Speaker - Mark Casaletto, President ConstructConnect Canada**

TCA's 24<sup>th</sup> Annual Members Day played host to Mark Casaletto, President ConstructConnect Canada as our keynote speaker.

Graduating from Ryerson University with a Bachelor of Commerce, Business Management Degree and having completed the Strategic Leadership Program at Harvard Business School. He has been working in the construction industry for 25 years. He is a board member of the Toronto Construction Association (TCA), a former member of the Canadian Construction Association Board and is on the Advisory at Georgian College.

Mark's explained that Canada's economy and construction industry is vibrant and growing - It is growing faster than the GDP and has been doing so for a while, which is not usually seen in many other industries around the world and for that reason Canada has gotten the attention of the world on many levels.

Construction, in particular is one of the least digitized industries in Canada and that the only other industry less digitized than construction is agriculture, Mark reinforced "we have companies looking to enter this market, companies looking to make a significant invest on the technology side, this industry is changing and is changing in many ways."

Mark advised those who were in attendance saying "if you are a contractor, a manufacturer, anybody in the lifecycle of construction brace yourselves." Technology and adaptation of innovation in the industry will change faster in the next thirty-six months to five years than it has in the last twenty years. His keynote address included a breakdown of demographics, financial risk factors and an assessment of the current market with a focus on the construction industry and the direction it is headed.

Thank you Mark Casaletto for sharing your valuable insight and knowledge with TCA Members.