

FOR IMMEDIATE RELEASE

S-5!'s Promotes Shawn Haddock to Vice President of Operations to Drive Growth

(Colorado Springs, CO – November 13, 2024) S-5!, the leading authority on metal roof attachment solutions, has promoted Shawn Haddock, its first-ever employee, to Vice President of Operations.

In his new role, Shawn is responsible for the development and training of field application engineers who provide hands-on support to installers around the world. Now based in Texas, home to S-5!'s manufacturing facility, he oversees quality and safety at the plant, manages the fulfillment department, and leads the IT department.

He joined S-5! in 2001 alongside his father, Rob Haddock, the company's CEO and founder. Shawn began his career in marketing, taking on a diverse range of responsibilities—from answering phones and attending trade shows to handling advertising, creating artwork, entering orders, and coordinating production schedules before sending them to the plant.

As S-5! expanded, Shawn dedicated himself full-time to the company, immersing himself in every aspect of the business—from R&D and sales to IT and customer service. He enhanced his technical skills by taking computer classes in various software programs, becoming the go-to tech expert. He developed in-house software to streamline operations and led initiatives to build and later revamp the company's website.

Transitioning into an operations role, Shawn initially oversaw IT, customer product support and internal product training. He worked directly with contractors and launched S-5!'s program for field application engineers, ensuring that customers received hands-on training for proper product installation while actively seeking ways to improve the offerings. A crucial part of his role has always involved building strong customer relationships.

To foster collaboration between the corporate office in Colorado Springs and the Texas plant, Shawn began traveling between the two locations, gaining valuable insights into plant operations. In 2023, he made the permanent move to Texas to further strengthen these connections.

Shawn is actively engaged with industry associations, including the Metal Construction Association (MCA), the Metal Building Manufacturers Association (MBMA) and the Metal Building Contractors and Erectors Association (MBCEA), contributing to subcommittees and participating in educational training. Currently, he serves on the MBMA Safety Committee. In 2017, he was honored with the MCA Young Movers & Shakers Award.

"The most rewarding aspect of my job is seeing how our team has grown this company to support so many families through employment and industry growth," said Shawn. "Being part of a business that helps people succeed and provides a stable livelihood is incredibly fulfilling. Knowing that our company is a place where they can come to work and put food on their tables is the greatest reward of all. I'm excited about our continued growth and hope that my children will one day step into our roles and carry on the family legacy."

About S-5!

Founded by a distinguished metal roof expert, S-5! has been the leading authority on metal roof attachment solutions since 1992. S-5!'s zero-penetration clamps and lifetime brackets attach

virtually anything to most metal roof types, while maintaining roof integrity and warranties. Made in the U.S.A., S-5! solutions are engineered for a variety of roof-mounted applications and are now installed on more than 2.5 million metal roofs worldwide, providing strength and longevity never before seen. For more information, visit www.S-5.com.

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