

Kanbrick Announces 10th Cohort for its Build with Kanbrick Program

Kanbrick, a long-term investment partnership focused on buying, building, and growing midsize companies, has announced the 10th *Build with Kanbrick* cohort. *Build with Kanbrick* is a free, three-month program designed to help midsize businesses reach their full potential. This milestone class brings together eight new participants from various industries located across the country.

“Mid-sized businesses are the backbone of our economy, yet too often they lack access to tailored resources to help them scale,” said Tracy Britt Cool, Co-Founder of Kanbrick. “That’s why we built the Build with Kanbrick program — to give business leaders the tools, insights, and community they need to strengthen their companies and achieve lasting success. Celebrating our 10th cohort is a powerful milestone, and it reinforces our belief that when you invest deeply in leaders, you can create outsized impact for their teams, their businesses, and their customers.”

Since launching in 2021, *Build with Kanbrick* has received 650 applications and worked closely with 58 CEOs, founders, and owners to help take their companies to the next level. The program has consistently earned outstanding reviews, with an NPS of 95 and an average rating of 9.7 out of 10 from participants. A past Build with Kanbrick participant shared the following:

“I'm truly impressed by how Build with Kanbrick significantly helped me fine-tune our business strategy, provided invaluable guidance on time management, and offered insights into effective hiring and organizational development. This program was one of the most beneficial professional learning experiences of my career and completely shifted how I plan to manage and grow Ring Concierge. Led by accomplished and proven business leaders and a peer group of CEOs worth learning from, I highly recommend Build with Kanbrick!”

- Nicole Wegman, Founder & CEO of Ring Concierge, Fall 2023 Build with Kanbrick alum

The *Build with Kanbrick* program includes:

- A proprietary Kanbrick Business System diagnostic to assess strengths, weaknesses, areas of improvement, and desired areas of focus for the program.
- Deep dives into key aspects of managing a business including talent management, hiring, strategy, KPIs, problem solving, budgeting and cost management, operating cadence, and more.
- Structured 1:1 sessions with key members of the Kanbrick team, customized for each company’s needs.
- Collaborative group sessions for shared learning with other CEOs and owners.
- Guest speakers across a variety of leadership and business topics. Past speakers include executives and founders from Nike, Keurig Green Mountain, TransDigm, Glassdoor, Blue Apron, The Honest Company, Athletic Greens, Wayfair, and more.
- Exclusive tools, resources, and tactical frameworks.

Meet the companies and leaders in the Fall 2025 Build with Kanbrick program:

E.J. Basler – Schiller Park, IL

President and Part-Owner: Hayley Serruya

Founded in 1946, E.J. Basler Co. is a family-owned precision machining and manufacturing company headquartered in Schiller Park, Illinois. For nearly 80 years, the company has partnered with leading OEMs across industries including automotive, medical devices, defense, hydraulics, and consumer products. E.J. Basler is known for its advanced CNC machining, screw machining, and secondary operations capabilities, offering customers high-quality, tight-tolerance components supported by ISO 9001 and IATF 16949 certifications.



About Hayley Serruya

Hayley Serruya is the President and part-owner of E.J. Basler Co. A summa cum laude graduate of Northwestern University, Hayley brings more than a decade of experience leading multi-generational teams through technological transitions, product launches, and strategic growth. She is known for combining analytical rigor with a people-focused leadership style that fosters curiosity, ownership, and bold problem-solving.

Harmac Medical Products – Buffalo, NY

CEO: John F. Somers

Harmac Medical Products is a global leader in contract engineering and manufacturing of single-use medical devices. Headquartered in Buffalo, New York, with facilities in Ireland and Mexico, Harmac employs more than 1,200 people worldwide and has partnered with both Fortune 500 firms and emerging medical technology companies for over 40 years. The company is recognized for its innovation, sustainability, and community investment, earning multiple awards for excellence in manufacturing and corporate responsibility.



About John Somers

John Somers has served as CEO of Harmac Medical Products for more than two decades, guiding the company through sustained growth and international expansion. His leadership has been recognized with honors including the Lifetime Achievement in Manufacturing Award. Beyond business, John spearheaded the Bailey Green Initiative, a transformative community revitalization project in Buffalo. He also serves on several nonprofit and corporate boards, and is a founding board member of Endeavor WNY. He holds degrees from Williams College and Boston University, and he completed Harvard Business School's President's Program in Leadership.

MedGyn – Addison, IL

CEO: Aarathi Singh

MedGyn is a certified minority-owned medical device company dedicated to advancing women's health through innovative, accessible, and patient-centered solutions. With a global presence across six therapeutic areas—including cervical cancer screening and treatment—MedGyn develops and distributes clinically advanced technologies used by healthcare providers around the world. The company has twice been recognized as Illinois Exporter of the Year and is a recipient of the Malcolm Baldrige Interest in Excellence Award.

About Aarathi Singh



Aarathi Singh is the CEO of MedGyn and a leader in women's health innovation with more than 15 years of experience in medical devices. She has overseen the launch of patented technologies, guided multiple acquisitions, and led the expansion of MedGyn's global footprint. Aarathi is known for building high-performing teams and championing equitable access to healthcare. She holds a BS in Finance from Boston University and an MBA from Northwestern University's Kellogg School of Management.

Midwest Industrial Supply, Inc. – Canton, OH

President: Steven Vitale

Founded in 1975, Midwest Industrial Supply is a global provider of environmental solutions for dust control, soil stabilization, and rail lubrication. The company serves industries from mining and steel to mass transit, offering evidence-based, sustainable programs that enhance productivity and improve environmental quality. Midwest is the only provider to offer fully integrated, scientifically validated solutions tailored to complex industrial challenges.



About Steven Vitale

Steven Vitale has led Midwest Industrial Supply as President since 2001, transforming it into a recognized global pioneer in industrial environmental management. A serial entrepreneur, he has also co-founded ventures in rail logistics and wine trading, reflecting his versatility across industries. Steven holds an MBA from Case Western Reserve University and a BA from Ohio Wesleyan University. Guided by the principle "it starts with chemistry, but it's really people helping people," he continues to champion sustainable innovation and collaborative problem-solving.

Pickford – Edmonton, Alberta, Canada

CEO: Thom Dutchak

Pickford is a privately owned, mid-sized Canadian company specializing in rentals, sales, and servicing of

industrial tools, with expertise in torque and heavy lifting. The company employs a team of 70 professionals and has built a reputation for reliable equipment solutions and strong customer partnerships.

About Thom Dutchak



Thom Dutchak became CEO of Pickford in 2025 after serving as CFO since 2019. His career includes senior finance and leadership roles with private companies such as Wallace & Carey and Deloitte. A Chartered Accountant, Thom combines financial discipline with entrepreneurial vision to guide Pickford's next stage of growth. Outside of work, he is active in community service and sports, including rugby and Brazilian Jiu-Jitsu, and enjoys life in Alberta with his wife and four children.

SMSI Group – Rochester, MN

Vice President and Co-Owner: Brad Fisher

Founded in 1989, SMSI Group is a family-owned mechanical contractor that has grown from a single trade in HVACR to a 250-person firm offering full-service facility solutions nationwide. The company specializes in integrated mechanical contracting, automation, and facility support services, delivering turn-key solutions across diverse industries.

About Brad Fisher

Brad Fisher is Vice President and Co-Owner of SMSI Group. Since joining in 2011, he has held roles spanning IT, HR, accounting, sales, marketing, and project management, giving him a broad view of operations and strategy. With a BBA in Management, CIS, and Global Studies, Brad is passionate about integrating technology and automation into business operations to empower people and drive continuous improvement.

Telaid – Niantic, CT

CEO: Chris Patsiga

Telaid is a leading technology integrator helping enterprise clients accelerate adoption of emerging technologies through scalable, repeatable programs. The company delivers solutions in physical security, networking, AV, and IT infrastructure, with a focus on customer success and long-term partnerships.



About Chris Patsiga

Chris Patsiga has spent more than 30 years at Telaid, holding leadership roles across sales, marketing, operations, and customer service before becoming CEO in 2019. A graduate of Bentley University, Chris has helped shape Telaid's culture and growth as a customer-obsessed, people-first business. He lives in Connecticut with his wife and two young daughters.

Vets Pets – Raleigh, NC

CEO and Co-Founder: Steve Thomas

Founded in 2007, Vets Pets operates a collaborative network of veterinary hospitals across North Carolina. The company partners with veterinarians through joint-venture ownership models, enabling practice-level autonomy while providing centralized support in operations, HR, and clinical services. Today, Vets Pets operates more than 35 veterinary hospitals, offering comprehensive small-animal care to communities across the state.

About Steve Thomas



Steve Thomas is the Co-Founder and CEO of Vets Pets. He began his career in finance at Aon and Bank of America before pursuing his passion for veterinary services. Since launching Vets Pets, he has grown the business from two practices to more than 35 through acquisitions and de novo expansion. Steve holds a BBA from the University of Georgia and an MBA from Wake Forest University. He lives in Raleigh with his wife, two children, and two dogs.

With this 10th cohort, nearly 60 leaders and companies have now participated in Build with Kanbrick, creating a growing community of midsize business builders across industries.

About Kanbrick

Kanbrick is a long-term investment partnership founded by Tracy Britt Cool and Brian Humphrey that is focused on buying, building, and growing great businesses. Kanbrick partners closely with CEOs, founders, and owners, taking a hands-on approach to empower people and companies to reach their full potential. Kanbrick is known for its commitment to supporting family- and founder-owned companies through its Kanbrick Community and programs like *Build with Kanbrick*. For more information visit [Kanbrick.com](https://www.kanbrick.com).