

17 Intriguing Concreters

by Maria Orem

In this special feature, *Concrete Today* showcases some of the most intriguing people in the concrete industry, from artisans to corporate chief executive officers. We invite our readers to share in the unique accomplishments of these individuals.

Fencing is often called “physical chess” because it requires elite strategy and world-class fitness. For Hycrete, Inc. Chief Executive Officer David Rosenberg, the skills that helped him reach the highest levels of fencing competition also apply to the concrete industry.

Rosenberg’s strategic mind and work ethic helped him build Hycrete, an innovative technology company that integrally waterproofs concrete construction, into an award-winning industry leader. In 2002, he took a groundbreaking integral concrete corrosion inhibitor and moisture blocker invented by his grandfather and turned it into a total solution for waterproofing concrete construction. In 2008, the World Economic Forum recognized Hycrete’s sustainability benefits (the environmentally intelligent solution allows concrete to be more easily recyclable and speeds construction schedules) and named Rosenberg a “Technology Pioneer.”

Before founding Hycrete, Rosenberg was an accomplished national and international fencer. As an undergraduate at the University of North Carolina, he captained the varsity fencing team while earning First Team All-American honors at the NCAA Championships. He also represented the U.S. Team in international competition, most recently medaling in the 2004 London World Cup, and he won three U.S. National Championships representing the New York Athletic Club.

David
Rosenburg

