



Robert Steel: AAC Industry Leader & Construction Innovator



Robert Steel is a seasoned expert in sales, marketing, and business development within the construction industry, bringing over **27 years of experience** driving growth and innovation. A recognized authority in **Autoclaved Aerated Concrete (AAC)**, Robert has been instrumental in pioneering its adoption, training professionals, and expanding market reach across North America and beyond.

A Legacy of Industry Impact

Robert's career is marked by his role in executing **high-profile construction projects**, including:

- **National Strategic Computing Laboratory** (Los Alamos, NM)
 - Nonproliferation, International Security Center (Los Alamos, NM)
 - Electromagnetic Vulnerability Assessment Facility (White Sands Missile Range, NM)
- **Las Vegas Metropolitan Police Substation** (Las Vegas Convention Center)
- **24+ miles of Sound Walls** SR 51 Highway (Phoenix, AZ)

His ability to bridge **technical expertise with strategic sales and marketing** has positioned him as a trusted advisor to developers, architects, and builders seeking **sustainable, high-performance construction solutions**.



Leadership & Business Development

Robert has a deep understanding of **market trends, strategic partnerships, and AAC product innovation**. His efforts have led to:

- ✓ **Expanding AAC distribution** across the Western U.S., Canada, Puerto Rico, and The Caribbean Islands since the late 1990s
- ✓ **Securing exclusive partnerships with global AAC manufacturers**
- ✓ **Leading large-scale projects and training programs** to accelerate AAC adoption

His work has been recognized across **North America, the Caribbean, the UAE, and Canada**, establishing him as a **key figure in sustainable building technologies**.

Veteran Leadership & Industry Recognition

Beyond his business acumen, Robert has held influential roles, including:

- **Vietnam-Era Veteran with Top-Secret security clearance**, specializing in Minuteman Nuclear Missiles
- **Past President of the Wyoming Homebuilders Association** (inaugurated by former U.S. Vice President Dick Cheney)
- **Special Projects Chairman, Rotary Club of Anguilla**
- **Past President of the Kingman PRCA Rodeo**



- **Past President Kingman, AZ. Home Builders Association**
- **Kingman, Az. Chamber of Commerce -Board of Director**
- **Mojave County, Az, Fairgrounds -Board of Director**

His **strategic mindset, leadership, and commitment to excellence** continue to shape his business approach.

A Vision for the Future of AAC

Robert's expertise and **multi-million-dollar investment in AAC market development** demonstrate his long-term commitment to **revolutionizing the U.S. construction industry**. His efforts are now focused on **expanding AAC distribution, securing large-scale manufacturing, and advancing fire-resistant, sustainable construction solutions** to meet the growing demand.

As a **pilot, competitive athlete, and outdoorsman**, Robert applies the same **precision, discipline, and passion** to his business as he does to his personal pursuits. His mission is clear: **to lead the AAC industry toward a more sustainable, disaster-resistant future.**



STRONGER. LIGHTER. GREENER.

