

- For Immediate Release -

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[High resolution headshot available upon request.](#)

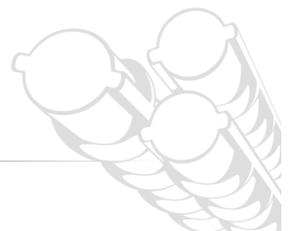
Lou Parous Named President and Chief Executive Officer of the Concrete Reinforcing Steel Institute

(SCHAUMBURG, ILLINOIS — March 26, 2025) The Executive Committee and Board of Directors of the Concrete Reinforcing Steel Institute (CRSI) announce Mr. Lou Parous as the 13th President and Chief Executive Officer of the Institute. Effective March 31st, 2025, Mr. Parous will oversee executive and strategic operations as well as steward the century-old Institute's future growth and influence.

"Lou's leadership skills, familiarity with industry and markets, and coming from a CRSI member organization that is involved in the Institute's strategic goals were key in the selection process", said Brad Cottrell, Chairman of the Board of Directors. "We are confident and excited in our appointment of Lou."

Lou is a leader in international business and a long-time technical professional in the global metals, engineering, technical services, and large-scale construction segment. Lou's outstanding communication skills and strategic mindset make him an exceptional consensus builder and innovator for the Institute. His fair and focused leadership will further develop CRSI's respected position of being an unchallenged technical authority in the steel reinforced concrete construction industry.

Lou brings 30+ years of dedication to the steel sector with a proven record of driving growth and transforming organizations. He brings energy and passion for the steel sector, in all its facets, and is dedicated to promoting, advocating, and producing long-term strategic value to CRSI and its membership. It is with immense excitement and passion; Lou begins his tenure leading the prestigious institute into its next 100 years of industry impact.



About the Concrete Reinforcing Steel Institute

Founded in 1924, the Concrete Reinforcing Steel Institute (CRSI) is a technical institute and Standards Developing Organization (SDO) that stands as the authoritative resource for information related to steel reinforced concrete construction.

Serving the needs of engineers, architects and construction professionals, CRSI offers many industry-trusted technical publications, standards documents, design aids, reference materials and educational opportunities. CRSI Members include manufacturers, fabricators, material suppliers and placers of steel reinforcing bars and related products as well as professionals who are involved in the research, design, and construction of steel reinforced concrete. CRSI also has a broad Region Manager network that supports both members and industry professionals. Serving the construction market in the United States, Canada, and Mexico, CRSI is headquartered in Schaumburg, Ill. with regional offices located across the United States.

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