

Leadership In Action

In The Loop: Q&A

What drew you to a career in the industrial coating and restoration industry? And how did your journey begin?

I've spent my entire career in the coatings industry. I got my start with Porter Paints in Cincinnati and went on to work with PPG, Akzo Nobel Automotive Coatings, and Sherwin-Williams Protective & Marine Coatings. Along the way, I became an AMPP Level 2 Certified Coatings Inspector. I guess you could say coatings are in my DNA.

How did your previous positions prepare you to be Director of Sales for Baynum's C & I division?

I've been fortunate to learn from some outstanding sales leaders throughout my career. Just as important, I've had the opportunity to work alongside contractors, inspectors, engineers, manufacturers, and facility owners, which has given me a well-rounded perspective on what it takes to deliver successful projects and build long-term relationships.



Shannon Benjamin: The Technical Expertise Behind Smarter Solutions

At Baynum Commercial & Industrial Solutions, every successful coatings project begins long before the first surface is prepared. As Director of Commercial & Industrial Sales, Shannon Benjamin brings more than 30 years of protective coatings expertise, including decades spent advising contractors, engineers, facility owners, and asset managers on coating selection, corrosion prevention, and long-term asset performance.

As an AMPP Level 2 Certified Coatings Inspector, Shannon brings OEM-level technical knowledge inside Baynum Commercial & Industrial Solutions, helping customers develop stronger specifications, select the right coating systems, and make informed decisions before work ever begins. That technical depth helps customers make decisions with greater confidence and better long-term results.

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Is there something that surprised you after joining the Baynum team?

I was impressed by everything that happens behind the scenes to make our projects successful. From administration and marketing to scheduling, procurement, and our field crews, every department plays an important role. It really is a team effort, and everyone understands how their role contributes to delivering a great experience for our customers.

What do you enjoy doing in your downtime? What helps you recharge?

Spending time with my family is always at the top of the list. I also enjoy working on old cars and getting out on the water whenever I can to do a little fishing.

Is there a particularly rewarding project that stands out to you?

One project that comes to mind was installing a new protective liner inside a large clarifier at a power plant. It was a technically demanding project that required precise abrasive blasting and specialized coating application. From planning through completion, everything came together exactly as intended. It's always rewarding to see a complex project executed safely, efficiently, and to a high standard.

Technical Expertise That Delivers Results

Shannon's leadership continues to strengthen Baynum Commercial & Industrial Solutions by expanding the technical resources available to every customer and every project:

- **Advanced Coating Specifications:** Development of coating systems based on substrate, environmental exposure, service conditions, and long-term performance expectations.
- **AMPP Certified Inspection:** Level 2 Coatings Inspector specializing in corrosion control, coating inspection, quality assurance, and failure analysis.
- **Manufacturer Relationships:** More than three decades of collaboration with leading coatings manufacturers, providing direct access to technical resources, product innovation, and application expertise.
- **Lifecycle Asset Protection:** Development of maintenance strategies focused on corrosion mitigation, lifecycle extension, reduced downtime, and long-term asset performance.
- **Technical Consultation:** In-house guidance for facility owners, engineers, architects, and maintenance teams—bringing OEM-level coatings expertise directly into the planning process.

For Shannon, every successful project starts the same way: understanding the environment, asking the right questions, and building a solution designed to perform for years to come. It's a philosophy that's guided his career for more than three decades—and one that continues to strengthen every project at Baynum Commercial & Industrial Solutions..

