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Seneca Companies names Vice President of Service



(DES MOINES, IA – August 1, 2023) – Seneca Companies has named Paul Royall as the Vice President of Service – Western U.S.

“Seneca’s perspective is that service is the keystone to building and maintaining positive customer relationships. The investment we make to provide a high level and to the continuous improvement of service demonstrates our desire to continue our overall growth towards the industry best in service. Paul’s experience, work ethic and respect for our customer’s business’ will most certainly resonate with our current and future partnerships. Be on the lookout for more exciting things to come from Seneca and our service team as we develop a strategy with Paul’s leadership. I am humbled and excited to have an industry icon like Paul joining the team,” said Darren Binning, VP of Fuel Systems.

Paul comes to Seneca with over 35 years of industry experience – ranging from managing convenience store operations early in his career, to overseeing large-scale construction and service operations for the last 25 years. For over a decade he has been with Gilbarco Veeder-Root as a Market Service Manager and the Director of North America Field Services. With experience working in the field as certified technician, Paul has a strong understanding of service operations and the importance that high-quality service plays in the overall customer experience.

“I am very excited to have Paul join the Seneca team. Service is critical to our business and Paul brings a wealth of knowledge and experience to our service customers. At Seneca, we are committed to service excellence and having Paul on our team elevates that commitment even further,” said JC Risewick, president and COO.

In his free time Paul enjoys traveling, camping, cooking and spending time with his family. He is married and resides in Heber City, Utah with his wife Diane.

“I am very excited for the opportunity to join the Seneca team and continue to build and improve the overall service experience that our customers receive today, as well as look for opportunities to expand our reach and support to all customers within our footprint,” said Paul Royall.

About Seneca Companies

Seneca Companies is a diverse group of entities committed to providing unequalled customer attention through a range of related services including: Fuel Systems, General Contracting, Environmental Services, Waste Solutions Services, Energy Solutions and Automotive & Commercial Equipment.

To learn more about Seneca Companies services and locations, please visit www.senecaco.com.

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