

# LIONHEART MAINTENANCE

## ...OUR SERVICE IS NOT A COMMODITY

By Lisa Martone



From just three founding executives to now a staff of more than 400+, Lionheart Maintenance has grown substantially into one of the tri-state's premiere maintenance service companies. "We take cleaning and maintenance very seriously, going above and beyond for our clients," states President & CEO Paul A. Spagnoletti. "We do not view our service simply as cleaning. We believe that our services are an integral part of a building's operation, affecting the overall appearance and quality of its environment."

### LIONHEART'S BEGINNING

Lionheart was started by Paul Spagnoletti at the beginning of 2010 and recently celebrated its five year anniversary on February 8th of this year. Spagnoletti had become disenfranchised with the former service company in which he served as President, and therefore decided to fulfill a lifelong and career dream of running his own company. Enlisting the support of his team members Frank O'Malley and Leslie Alvarado, they all departed their former company to start Lionheart Maintenance. The group's efforts were aided by several top clients pledging their support to their initiative, and from this, Lionheart Maintenance was born. Spagnoletti's background has helped the company's rapid growth and territory expansion. With a Master of Science in Real Estate degree from NYU and nearly 20 years of industry experience while holding key executive positions at two prior firms, he is described in industry circles as being 'a creative and progressive leader'. Paul's responsibilities include business development, bid analysis, financing, marketing and customer retention for his company.

Frank O'Malley is the firm's Vice President of Operations, coming to Lionheart with 30+ years of building maintenance experience. O'Malley has expertise in all janitorial applications, multiple facility types, along with day & 'green cleaning' programs. His core responsibilities include service standard adherence, development of operational proce-

dures, oversight of labor & supply budgets, as well as quality assurance.

Serving as Executive Vice President is Leslie Alvarado, who 'grew up in the business' and has over 20 years of maintenance industry experience. At Lionheart, she is responsible for corporate infrastructure and policy & procedure compliance as well as managing the company's labor relations. Throughout her career, Leslie has worked in all facets of the maintenance business and her diverse skills complement the executive team at Lionheart: "I think that Lionheart has the best talent and executive team in our industry," she stated. "We are very familiar with our competitors and have seen their products and services. I think we are by far the best building maintenance company in our region because of our dedication to servicing our clients."



Paul A. Spagnoletti



### "OUR SERVICE IS NOT A COMMODITY"

This tagline was coined by Spagnoletti and is pervasive in the company's approach to doing business. With offices in New Jersey, New York and Connecticut, Lionheart provides a complete range of services that include general office cleaning, labor staffing, 'green' programs, specialized maintenance and even consulting services for building owners and corporations. Lionheart works directly with clients to create a superior maintenance and labor plan that best suits their facility and budgetary parameters. Service partnerships, long-term relationships and adding value for their clients are the cornerstones of this company.

"Cleaning can be considered a low tech job, and at times, an entry level job," said Spagnoletti. "However at Lionheart, we ask our employees to treat cleaning as a profession and take pride in their work. This culture helps enforce that their efforts are an im-

*"Our services are an integral part of a building's operation, affecting the overall appearance and quality of its environment."*

Paul Spagnoletti, President & CEO



OPPOSITE PAGE: Frank O'Malley, Leslie Alvarado, Paul A. Spagnoletti, and Thomas Homola  
THIS PAGE: Sylvan Avenue Lobby, Lionheart Project Worker, Sylvan Avenue Exterior

portant component to running a successful building." The firm prides itself on the emphasis of teamwork among their 400+ current employees. They are a mid-sized company with a substantial operational footprint, yet they are a very hands-on, close-knit organization that operates like a large company. "We know every single one of our clients and their facilities. In addition to regular service, clients often call upon us for project work or emergencies. Our team can be at their location promptly, with the necessary labor and equipment to get the job done right. With all of our experience, we feel we have a great product and a strong network of resources to leverage for our clients," noted Spagnoletti. "As a result, we also tend to be very cost effective."

Some key clients Lionheart provides services to include:

- NAI diLeo-Bram
- Trump Organization
- Vantage Heath Systems
- The Pyne Companies
- NAI James E. Hanson
- Mack-Cali
- Colliers
- Vitamin Shoppe
- Staples
- Teva Pharmaceuticals
- Andalex Group
- Ports America
- Converse
- Best Buy
- AAA
- Covenant of Sacred Heart Prep
- Fusion Academy
- Unilever
- Whole Foods

## GIVING BACK

As part of their company's Mission Statement, it clearly states that: "...we will be appreciative, respectful and humane, actively participating in charitable endeavors consistent with our character." Lionheart is involved with several charity organizations and attends many industry functions supporting various causes. This is best demonstrated by their relationship with **St. Jude Children's Research Hospital**, one of the world's premier centers for research and treatment of pediatric diseases. Paul is an Executive Committee Member for the **Eric Trump Foundation**, a direct fundraising conduit for St. Jude, and he is a Founder & Trustee of his brother's 9-11 Foundation, **The Gregory T. Spagnoletti Memorial Foundation**.

## FUTURE GROWTH FOR LIONHEART

In an effort to recognize their goal as a regional industry leader, Lionheart plans to apply for its' Cleaning Industry Manage-

ment Standard (CIMS) Certification. CIMS is an organizational standard and certification program that promotes quality in health, safety, environmental stewardship, service delivery, management commitment and green buildings. In addition to this certification, the company is planning to add additional service lines including power washing, security and landscaping to provide a one-stop-shopping range of services for its clients.

**"Our Class-A office properties and corporate tenants require the highest level of consistent service, because of Lionheart, we are able to give the finest service with no complaints."**

**Alexander Silverman, COO, Andalex Group**

Lionheart is cultivating organic growth within and beyond their current client base, with opportunities from real estate owners/developers and corporate users across the Tri-state area.



Lionheart Project Team

"Our target clients are the ones that take pride in their buildings and value our services," Spagnoletti said. "This is a tough service business, so we are looking for quality partners and long-term working relationships." ■

For further information on Lionheart Maintenance please contact Paul Spagnoletti at [Paul@LHMUS.com](mailto:Paul@LHMUS.com) or call (973) 218-6443. You may visit [www.Lionheartmaintenance.com](http://www.Lionheartmaintenance.com) for further information.