

BREAKING BARRIERS: WOMEN RISING IN THE ROOFING INDUSTRY



866-ALT-ROOF
WWW.ALTROOFING.COM

HOT TOPIC
APRIL 2026 ISSUE



The roofing industry has long been seen as male-dominated, but that narrative is changing fast. Across the country, women are stepping into construction and roofing roles with confidence, skill, and leadership that's reshaping the industry from the ground up.

From job sites to boardrooms, **women are no longer the exception**, they're becoming a driving force.



WOMEN IN EVERY ROLE

Today, women are thriving across all areas of roofing, including:

- **Ownership & Entrepreneurship** – Leading companies and building strong brands
- **Project Management & Operations** – Keeping jobs efficient, safe, and on schedule
- **Sales & Client Relations** – Building trust and long-term partnerships
- **Skilled Labor** – Installing systems like Duro-Last with precision and pride

Flat roofing systems, especially prefabricated solutions like Duro-Last, are helping open doors by emphasizing precision, planning, and technique, not just physical strength.

WHY THIS SHIFT MATTERS

The rise of women in roofing brings more than diversity, it brings:

- Fresh perspectives on problem-solving
- Strong communication with clients and teams
- Increased attention to detail and quality

These qualities are critical in flat roofing, where even the smallest detail can impact long-term performance.

BUILDING A STRONGER FUTURE

As more women enter the trades, the industry becomes stronger, more innovative, and more sustainable. Roofing companies that embrace this shift are not just keeping up, **they're leading**.

At the end of the day, great roofing isn't about who's doing the work; it's about how well it's done. And **women across the industry are proving, every day, that they belong at every level**.

BUILDING A STRONGER FUTURE

As the roofing industry continues to evolve, organizations like **National Women in Roofing (NWIR)** are playing a critical role in supporting, connecting, and empowering women at every level, from the field to leadership. If you're looking to get involved, grow your network, or find support within the industry, we encourage you to visit NWIR and explore the opportunities they offer.

We're also proud to share a personal milestone: leading a breakout session titled **"Hip to Hip: Managing Friends and Family in the Workplace"** at the **NWIR National Seminar**. This was an incredible opportunity to collaborate, exchange real-world experiences, and provide practical tools alongside other professionals who share the unique dynamic of working within this industry. It's conversations like these that continue to push boundaries, strengthen our community, and pave the way for the next generation of women in roofing.



BREAKING BARRIERS: WOMEN RISING IN THE ROOFING INDUSTRY



866-ALT-ROOF
WWW.ALTROOFING.COM

HOT TOPIC
APRIL 2026 ISSUE