

SILICON VALLEY BUSINESS JOURNAL

CAREER & WORKPLACE

Latinx Business Leadership Awards: Company honoree Moreno and Associates

BY DANNY KING
Contributor

Moreno & Associates

Headquarters: San Jose

Number of employees: 250

Number of clients: 190

Annual revenue: Approximately \$15 million

Target market: Building maintenance

Matt Allard, who's long overseen supply chain operations for some of the Bay Area's most picky clients, says that when it comes to the building-maintenance duties performed for him by Ernesto Moreno's company Moreno & Associates, silence has been golden.

"I'm dealing with either the semiconductor world or with engineers, so I'm in the land of complainers," said Allard, former director of supply chain for both Fremont-based EnerVenue and Santa Clara-based Fujifilm. "Both worlds never once complained about him or his company."

Having founded his company in 1993 in a one-room office after eight years working in the business, Ernesto Moreno has steadily broadened Moreno & Associates' services from cleaning to include janitorial, handyman services, painting and coatings. Likewise, the closely held company employs about 250 people, maintains a client base throughout the Bay Area of 190 and has grown its revenue to about \$15 million a year.

Along the way, the company has weathered potential setbacks such as the dot-com bust, labor shortages and a pandemic that instantly and sharply raised the standards his firm needed to



Moreno & Associates is one of the company honorees in this year's Latinx Business Leadership Awards. Here, CEO Ernesto Moreno was photographed at the Cesar Chavez monument on the campus of San Jose State University.

meet in order to ensure employees felt comfortable returning to work.

While Moreno, whose local roots include his degree from Santa Clara University and whose parents were in the restaurant business, modestly attributes his and his company's success to "my faith, my family, a lot of luck and a lot of hard work," he does acknowledge that his survival strategies have been effective.

"We have been prepared for viral and bacterial illnesses throughout our existence, so we were prepared to serve with our excellent team from day one" of the pandemic, said Moreno. As for labor challenges, that's "the million-dollar question," he added. "We recruit through word of mouth, employment platforms and periodicals. But we focus on retention through proper training, excellent benefit packages and competitive pay."

Moreno & Associates, whose employees include Moreno's children Kyleigh, Kennedy and Kolbey,

gives back to the local community through both its Armando Moreno Scholarship Fund, which is named for Moreno's father and helps fund educational expenses for employees' children; and by maintaining recruitment relationships through local high schools such as Cristo Rey San Jose Jesuit High School and Sacred Heart Nativity. In a highly commoditized business, however, the company has also proven to have differentiated itself with its proactive approach when it was needed most, says Allard, who highlighted Moreno's work for Fujifilm upon the advent of the pandemic in 2020.

"During Covid, everyone freaked out," Allard added, noting that Fujifilm's work was deemed essential because the company served the medical industry. "He proactively brought in specialized cleaning methods where you spray to get rid of Covid. He also made sure all the door handles were wiped every day, and if someone was identified with Covid, he'd do an extra cleaning on that person's cubicle office area. He made sure everyone felt comfortable coming in the next day."