

Giron Construction: A Veteran's Journey to Construction Excellence

Interview with Bruce Giron, President/CEO of Giron Construction

Conducted by VTA's Office of Business Development Programs

Tell us about Giron Construction. What inspired you to start the business, and how has your journey been so far?

Giron Construction is a heavy civil construction company founded in San Francisco in 2009, shortly after my retirement from 28 years in the U.S. Marine Corps. With a degree in Mechanical Engineering but no real chance to practice it during my service, I jumped at the opportunity to join a friend's construction firm and rediscover my passion for building things. A few years later, I launched my own company. Today we have over 50 team members and serve clients at every level—municipal, state, federal, plus private and commercial projects.

The early years were frustrating. "Many small businesses are qualified, but few are chosen," I quickly learned. I underestimated the effort needed to win work, so I focused intensely on standing out: differentiating our value, mastering expectations, and responding lightning-fast to opportunities. There were moments I considered quitting, but far more when I knew construction was my calling. "It's an itch I'll never scratch," I say. Nothing beats the tangible reward of a team turning plans into reality—standing back at project closeout and appreciating what you've built together.

Since launching in 2009, how has your business evolved? What milestones shaped your journey?

I started with no fixed specialty—open to anything, trusting the right focus would emerge at the intersection of our capabilities and market needs. That flexibility let me sample

disciplines before honing in. My biggest early win wasn't even in our current core area, which reminds me: have a direction, but adapt when it makes sense.

The true turning point came when we became a prime contractor. "That changed everything." It opened direct contracting vehicles—Job Order, As-Needed, Multiple Awards—and gave us stability and control. Subcontracting built early partnerships and experience, but prime status brought independence and agency, making us a stronger, more resilient company.

What are the top challenges you've faced as a small business, and how did you overcome them?

Small business survival rates are low, so my top priority was extending our runway. Building reputation and financial strength takes time; reach that tipping point, and the business shifts from survival to growth. I was fortunate: post-military retirement, with adult children and a pension plus investments, I had the cushion to weather the early lean years when many fail.

Another hurdle was shortening the learning curve. I immersed myself in the contracting world—aiming for "Ph.D.-level" knowledge of the ecosystem, from direct bids to indirect nuances—so I could navigate challenges effectively. Finally, relationships proved invaluable. Seeking mentors accelerated everything.

What are your proudest achievements so far?

Without question, attracting and retaining top talent. Our team is our greatest asset and the true determinant of success. We started small—one office person and inexperienced crews doing basic clearing and grubbing. Today, over 50 skilled professionals deliver complex civil work: parks, streets, utilities. Building a company known as a great place to work remains my most important ongoing goal.

How did you first connect with VTA, and what's your experience been like?

I won my first VTA contract over 12 years ago. It was logistically tough—not local—but I completed it proudly. The VTA team was exceptionally welcoming and supportive. At the time, closer San Francisco opportunities made more sense, so I stepped back. Recently, we returned for a large scope on the BART to San Jose project with a much stronger team. “That made execution more fun than the first time!”

How has public agency work, including VTA, impacted your business?

Public contracting (BART, Caltrans, Muni, SFO, etc.) now accounts for about one-third of our revenue. These projects offer reliability—ongoing maintenance and expansion needs that aren't as tied to economic cycles—and deep meaning, serving the communities that keep society running.

What lessons from VTA and public projects would you share with other small businesses?

Public agency staff are mission-driven professionals who take pride in delivering public value. They welcome partners who share that commitment. My advice: Study their requirements closely, identify a genuine role you can fulfill, prepare relentlessly so you're ready when called, and market yourself aggressively.

How do you build relationships with clients, partners, and your community?

Relationships are the foundation of success. They grow or fade based on the quality of every interaction. Your community provides your first references—if they can't vouch for you, others won't either. Strong partners multiply your marketing reach and build

familiarity through teamwork. The guiding principle: Perform every job so well that it earns the next one.

What are your goals for the future of Giron Construction?

I want our name to become synonymous with construction excellence—a professional firm that consistently turns clients' visions into reality, earning validation from customers and peers alike.

Closing Remarks

Thank you, Bruce, for sharing your story. Giron Construction exemplifies the determination, adaptability, and community focus that VTA's Office of Business Development Programs aims to support. Small businesses like yours strengthen our region's infrastructure and economy.

For more on VTA's small business programs, certification, and opportunities, visit [link to VTA Business Development Programs website](#).