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COONEY BROTHERS ANNOUNCES NEW VICE PRESIDENT OF SALES

Plymouth Meeting, PA – *Cooney Brothers recently announced the appointment of Joe Hernandez as Vice President of Sales.*

Since joining the company in early April 2026, Hernandez has been working closely with President Gerry Cooney and the leadership team to further strengthen the company's sales organization and customer relationships. He not only has a diverse background in sales and leadership, but he also embodies the discipline, integrity, and teamwork instilled through his military service in the Army. (He joins a growing number of Cooney Brothers employees who have proudly served our country.

"I came into the plumbing, heating, and industrial supply industry after the Army because I was looking for a field where relationships, problem-solving, and operational discipline really mattered," Hernandez said. "This industry gave me the opportunity to apply the leadership principles I developed in the military to a business environment where execution, accountability, and trust make a real difference every day. That experience taught me how much can be accomplished when people trust one another and work toward a common goal. Those lessons have stayed with me and continue to shape how I lead teams today."

Prior to joining Cooney Brothers, Hernandez held multiple positions with Hajoca Corporation, a plumbing, heating, and industrial supply wholesaler. During his time with Hajoca, he gained deep industry knowledge and leadership experience while serving many of the same markets, product categories, and types of customers as Cooney Brothers. This extensive background provided him with a strong foundation in sales leadership and wholesale distribution, while equipping him with a well-rounded perspective on building long-term customer relationships and high-performing teams.

When asked what drives him most, Hernandez's answer is simple: people. Throughout his career, Hernandez's approach to leadership has emphasized teamwork and maintaining focus on the mission while supporting the people around him.

“From a sales leadership perspective, I enjoy developing people, creating alignment around goals, and helping teams grow in a way that benefits both the customer and the company. It is rewarding to be part of an industry that is practical, resilient, and so important to everyday operations.”

When evaluating his next career move, Hernandez said Cooney Brothers immediately stood out because of its culture, strong reputation, and long-standing internal and customer partnerships.

“I saw a company with a strong culture, a clear sense of pride, and people who genuinely care about the business and each other,” he explained. “In a competitive industry, Cooney Brothers has earned a reputation for service, responsiveness, and doing business the right way. That combination is what stood out to me right away. I was excited by the chance to join an organization where I could bring my experience, support the team, and help build on an already strong foundation. It felt like the right opportunity at the right time.”

Hernandez is focused on continued growth, collaboration, and investment in people. He recognizes the importance of preserving what has long set Cooney Brothers apart—a team of dedicated professionals who build lasting relationships through hands-on service, industry experience, and in-depth product expertise.

“Looking ahead, I hope we continue building a sales organization that is highly aligned, customer-focused, and committed to continuous improvement. More broadly, I believe Cooney Brothers is well-positioned for a strong future, and I’m excited to be part of helping shape that next chapter.”

Cooney Brothers is a distributor of PVF, steam, sanitary, and institutional plumbing products, providing a wide range of customer-focused solutions, including custom assembly, training, and other value-added services. Family-operated since 1937, Cooney offers a very personalized service through its knowledgeable staff, and close manufacturer relationships. Specializing in steam, sanitary, and hard-to-find products, Cooney has established itself as a “go-to” distributor for customers in pharmaceutical plants, food and beverage processing facilities, OEMs, general industrial, power generators, as well as institutional facilities such as hospitals and universities. To learn more about Cooney Brothers, visit <https://www.cooneybrothers.com/>.

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