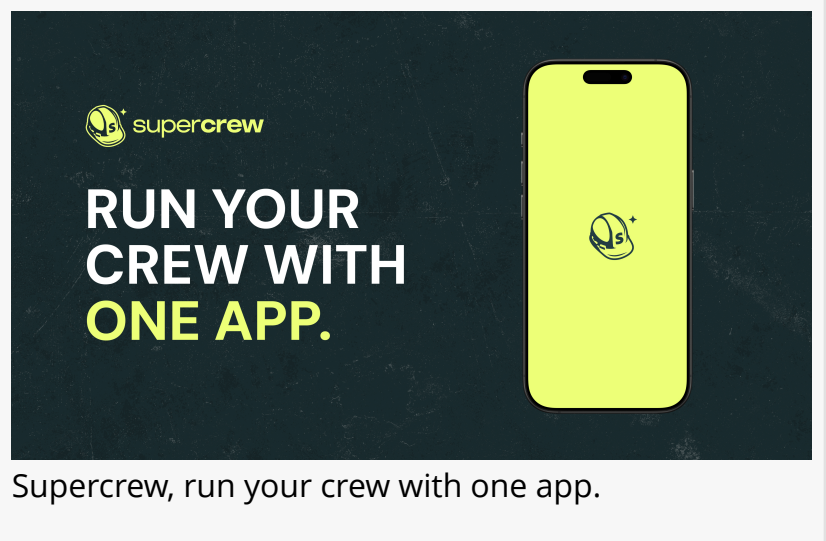


ConstructionClock Expands Into Crew Management Platform, Rebrands as Supercrew

Supercrew gives contractors one platform to plan, track and pay their crews.

WINNIPEG, MANITOBA, CANADA, September 1, 2026 /EINPresswire.com/ -- ConstructionClock today announced its evolution into [Supercrew](#), an all-in-one crew management platform that helps contractors plan work, track labor and pay their crews. The new positioning reflects the company's expansion beyond automatic time tracking to support the broader day-to-day operations of managing a field workforce.



Contractors often rely on a patchwork of scheduling tools, paper processes, time-tracking apps and payroll systems. Information gets lost between the office and the field, leaving managers with limited visibility into staffing, productivity and labor costs.

Supercrew brings those workflows together. Contractors can plan who is needed and where, track what happens in the field, and move accurate labor information into payroll—all through one connected platform. This gives owners and managers a clearer view of their operations while reducing administrative work for field teams.

The company now serves more than 3,000 companies across 10,000 active job sites every day, tracking more than \$1 billion in labor costs annually. "Our customers have trusted us to help manage one of their most important resources: their crews' time," said David Peters, Founder. "Supercrew is the next step—giving them greater visibility and control across their operations."

Supercrew has secured \$471,352 from Prairies Economic Development Canada (PrairiesCan), in addition to the \$3.2 million previously raised with participation from M25, Trillick Ventures and notable Canadian business leaders. The PrairiesCan funding is designated for AI development.

Supercrew is also building a new office to support its growing team and next stage of expansion. More than a new headquarters, the project reflects Supercrew's long-term investment in Manitoba and the construction industry it serves.

As part of this next phase, Jordan Kovacs has joined Supercrew as Head of Operations. Kovacs previously served as Vice President of Operations at Humi. Following Humi's acquisition by Employment Hero, he became Vice President of Operations, Canada, at Employment Hero.

"Jordan knows what it takes to scale a technology company while building the teams and systems needed for sustainable growth," said Peters. "His leadership will be instrumental as we expand the business."

"Supercrew has a strong customer base and a clear opportunity to become the operating platform for crew-based companies," said Kovacs. "I'm excited to help the team deliver on that vision."

Existing customers will retain access to their accounts, data and current functionality as the Supercrew brand and expanded platform capabilities are introduced. [Read more about the change to Supercrew here.](#)

[Download the app try Supercrew for free today.](#)

David Peters

Supercrew

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