



Building an Inspiring Organization

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BuildBetterTogether

WYATT MANAGEMENT | GENERAL CONTRACTOR

Jeannette L. Wyatt, CEO & Chief Marketing Officer at Wyatt Management, has a passion for branding, marketing, and business development. Her experience spans industries including software/technology, healthcare, pharmaceuticals, and construction. In 2008, Jeannette was relocated to The Woodlands, TX, from Philadelphia, PA, to take on a national marketing role for McKesson Specialty Health.

Tim Wyatt, who founded Wyatt Management Inc. in Minnesota, had also just moved to Texas in the aftermath of the 2009 economic crisis. His business had all but dried up. Tim struggled to make payroll by exhausting the business line of credit and cashing out a large portion of his 401K. Unfortunately, clients like McDonald's, who had development plans for the year, continued to put all work on hold.

As luck would have it, Jeannette and a colleague happened to sit down next to Tim at a local restaurant, and the two had an instant connection. When Jeannette learned about his business situation, she offered to help update the company's branding and initiate an aggressive marketing campaign. Slowly, but surely, Jeannette's efforts started to pay off. Wyatt Management now boasts a cadre of discerning clients including Chipotle, Dutch Bros Coffee, Jiffy Lube, McDonald's, Mendocino Farms, Raising Cane's, and Shake Shack, to name a few.

Jeannette, an alumna of UCLA and USC, accepted her first job out of grad school with a leading computer-based training (CBT) company named Internal & External Communication (IEC) in Venice Beach, CA. She began her career at IEC managing Accounts Payable but quickly pivoted to marketing shortly thereafter and began coordinating multiple projects working side by side with the company's founder Alexandra (Sandy) Rand. Sandy was a true pioneer in the e-learning space forging relationships with leading companies including American Express, Citibank, Federal Express, Lexus, United Airlines, Memorial Sloan-Kettering Cancer Center, and Sun Microsystems to name a few.

Jeannette attributes her acumen in branding, marketing, business development, and running a successful company to Sandy. Together, the two traversed the country pitching and winning a succession of new accounts resulting in a burst of company growth. Jeannette was quickly promoted to Director of Marketing and expanded her department to a marketing, PR and business development team of seven. She oversaw IEC's presence at trade shows and events, speaking engagements, public relations, and proposal development.

Throughout Jeannette's career at IEC, the company grew from 15 employees to more than 180. IEC was recognized as LA Business Journal's 100 fastest-growing companies two years in a row, and Sandy was deemed Los Angeles' Entrepreneur of the Year by Ernst & Young in 1995.



JEANNETTE'S MENTOR AND FRIEND, ENTREPRENEUR SANDY RAND.

Sandy built such a strong culture at IEC that to this day, more than two decades later, the employees interact on a dedicated Facebook page, "IEC after Hours," and she hosts reunions and Halloween parties (her favorite holiday) as often as possible. Following in Sandy's footsteps, Jeannette and Tim embrace team building lunches and events, including a holiday party at the local Urban Axes built by Wyatt Management. In 2022, Wyatt will be a sponsor at the Houston Livestock & Rodeo BBQ hosting a tent with food and drinks plus live entertainment for friends, family, clients, and employees.



Jeannette and Tim's goal for Wyatt Management isn't to be the biggest General Contractor, it's to be the absolute best: best General Contractor, best employer, and best-in-class. Wyatt rolled out their BuildBETTER™ methodology this past year, which is a

combination of their standard operating procedures known as "The Wyatt Way" coupled with Lean Building principles. Lean Building is popular with large General Contractor's, however, mid-size GCs rarely employ these principles. "We're changing the game in construction," says Jeanette. "We'll go where our customers ask us... ready to partner and do great work together!"