

Trudy Shay Petty
Petty and Associates



Trudy is owner of Petty and Associates, a Houston-based management consulting and marketing/communications firm founded in 1989. Her expertise is in delivering “customer-focused” solutions and strategies to clients.

Since 1994, she has worked primarily with companies and organizations in the design and commercial construction industry including engagements with several AGC of America Chapters and the national Executive Leadership Council. Prior to starting her own business, she held senior-level positions in a variety of corporate, higher education and non-profit work settings.

In conjunction with her AGC work, Trudy has facilitated over 200 construction industry forums attended by owners, architects, engineers, construction program faculty, general contractors, subcontractors, and suppliers. She is especially adept at conducting in-depth client interviews and facilitating partnering, planning and teambuilding sessions for groups and project teams. Each opportunity has provided Trudy with unique insight into the design and construction process and everyone’s respective expectations for a *positive customer experience*.

Work products include customer service audits, quality assurance plans, marketing and business plans, strategic plans, communication audits, marketing collaterals, RFQ/RFP responses, website content, award submittals, and client feedback. Trudy often works behind-the-scenes with company executives and senior staff to ensure the successful implementation of major organizational change initiatives and process/performance improvements. Coaching clients include CEO’s, management teams, association executives, project managers, field personnel, and marketing/business development staff.

Trudy is a frequent presenter to corporate clients and construction industry groups including American Society of Professional Estimators (ASPE), The Associated General Contractors of America (AGC), Society for Marketing Professional Services (SMPS), Independent Electrical Contractors (IEC), Master Builders of Iowa (MBI), AGC Georgia, TEXO, and AGC Wisconsin. Topics cover marketing, business development, customer service, building customer relationships, strategic thinking, building high performing teams, effective communication, and leadership. She is also a published author of numerous industry articles and often ghost writes for CEO’s and other staff.

She is a total quality management trainer (TQM) and a licensed instructor of a nationally acclaimed ProblemSolving&DecisionMaking course (PSDM) .

Trudy completed a 3-yr. Graduate Marketing Program at Southern Methodist University and graduate work in “customer service management” at The University of Texas at Austin where she completed an undergraduate degree. Her Master of Science in Education degree in guidance and counseling is from The University of Kansas.

To learn more, call 281.589.8448 or email trudy@pettyandassociates.com.

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