

Trudy Shay Petty
Petty and Associates



Trudy Petty is owner of Petty and Associates, a Houston-based management consulting and full-service marketing and communication firm founded in 1989. AEC industry clients benefit from the firm's strategic and business planning services, marketing/business development strategies, customer service expertise, people and "soft skill" training, and leadership coaching. Trudy helps clients achieve a higher level of customer-focus and customer satisfaction to enhance overall organizational/operational performance.

Clients include ENR top ranked firms, small and midsize companies, and industry organizations, ie. AGC Chapters, AGC of America, and the American Council for Construction Education. Trudy is a trained facilitator having conducted partnering sessions and over 200 AGC forums attended by owners, architects, engineers, general contractors, subcontractors, and suppliers. These opportunities have provided her with in-depth insight into the design and construction process and everyone's respective expectations for a *positive customer experience*.

Work products include customer service, marketing and communication audits; strategic and business plans; marketing/sales plans; marketing collaterals; brand and website development; RFQ/RFP responses; award submittals; press releases; copywriting/ghostwriting; and quality assurance plans. Trudy often works behind-the-scenes with company leaders to ensure the successful implementation of major organizational change initiatives and process/performance improvements. Coaching clients include CEO's, executive teams, PM's, Supt's, and 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.

A published author of numerous industry articles, Trudy is considered a leading authority on customer service excellence in the AEC industry. Prior to starting her own business, Trudy held senior-level positions in a variety of corporate, higher education and non-profit work settings. She is a trained facilitator in total quality management (TQM) and a licensed instructor of a nationally-acclaimed Problem Solving & Decision Making 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 her BA degree. Her Master of Science in Education degree is from The University of Kansas.

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