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# Heart Construction builds revenue growth

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**ST. PETERSBURG** — Four years ago, Heart Construction shifted its focus, according to Managing Director Joyce Mitchell. With the company's recent development, the change certainly seems to be paying off. Led by Mitchell and Director of Operations Gennaro Di Nola, the company had already seen significant growth in the past few years.



Di Nola

But the past year proved to be a landmark one for Heart. Specializing in commercial construction, general contracting and construction management, the company saw 427 percent growth from 2005 to 2007.

Founded in 1992, the St. Petersburg company has made a conscious effort to expand its services. In addition to a greater focus on consulting and adjunct work, Mitchell attributes much of Heart's recent growth to increased emphasis on ground up construction and construction management projects. The industry is affected by the current economy, she admits, and she has adjusted the company accordingly.

"There's a lot less private development going on," said Mitchell. "There's been a curtailment in the private sector so there's less opportunity."

However, the company continues to thrive, despite the difficulties the market faces. Mitchell said the public sector is "still reasonable,"



KATHLEEN CABBLE

Joyce Mitchell is managing director of Heart Construction LLC.

and her company's strong presence within it has helped Heart "transcend the market."

"We've increased our client base, but we've also cultivated our client base," said Mitchell.

Customer service remains one of the company's underlying priorities. Heart receives approximately 70 percent of its business from referrals, Mitchell said, and the addition of some key clients has helped perpetuate business goals.

In the past year, Heart completed

bank branches for BB&T Bank, transfer stations for Hillsborough Area Regional Transit Authority and an 80,000-square-foot shopping center on State Road 52 and Suncoast Parkway.

Despite the addition of such big-name clients to the company's roster, Mitchell said she views each and every client as a chance to continue the growth of Heart Construction.

"Even if we get one project, we look at it as an opportunity," said Mitchell, who was a finalist in the *Tampa Bay Business Journal's* BusinessWoman of the Year awards in 2007. "It's about developing a relationship with our clients."

As for the years to come, Mitchell

will continue fostering the company's growth but without sacrificing the clientele it has developed thus far. Going forward, she remains careful to keep Heart on a steady pace.

"Our philosophy is that we measure twice and build once," she said. "We want to be able to do justice to the clients we have."

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**Joyce Mitchell**  
Managing director  
Heart Construction LLC