

Tarbox instrumental to VJS Construction's success

By: Brooke Strickland August 22, 2019 5:00 pm

Maddy Tarbox is a veteran of the construction industry and, for the last 29 years, has played an indispensable part in helping VJS Construction Services become what it is today.

At the beginning of her employment, the firm was a \$20 million a year company with 65 employees. It now makes more than \$180 million a year and has about 200 employees today.

"I have known Maddy for almost 30 years; she has been the glue that has held VJS together," said Craig Jorgensen, president of VJS Construction Services. "Her insight, industry knowledge and hard work have been one of the major reasons that VJS Construction Services has consistently been elevated to one of the top general contractors in the metro Milwaukee area."



Maddy Tarbox –
VJS Construction Services

As vice president of marketing, Tarbox has played a central role in the growth and continued success of VJS Construction Services. Her duties include establishing plans for proposals and presentations, market penetration and brand alignment.

She is also responsible for public relations, advertising, and corporate communications and is described by many as the "heart and soul" of the organization.

And then there's her work outside the office.

Tarbox has helped draw students to the construction trades, worked directly with non-profit groups and served as an advocate for instruction through the Society for Marketing Professional Services.

"I enjoy my work because of the extraordinary people I get to work with and the extraordinary firm I get to work for," Tarbox said. "My 29-year journey has included exhilarating highs and punch in the gut lows, but it has always been challenging and enlightening.

"My commitment to our community is based on the belief that when we all do better, we all do better. It's the small things that become big things. I am incredibly honored and humbled by this recognition and so proud to be sharing it with all of these amazing women who are also making a difference in their organizations and communities."

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