

SAN DIEGO BUSINESS JOURNAL

REAL ESTATE PROFILE | Jaimi Julian Thompson

Jaimi Julian Thompson is president of **Artisan Design Group**, an urban design trendsetter based in downtown San Diego since 2003.

The firm has a 3,800-square-foot design showroom that caters to developers and homeowners, as well as a consulting business that serves homebuilders, design centers, suppliers and manufacturers in the construction and interiors industry throughout the country. Its downtown showroom is San Diego's first and most comprehensive urban design and remodeling center.

Artisan Design Group's award-winning portfolio includes luxury penthouses, lofts, suburban residences and commercial spaces, and it is the organizer and founder of the national Design Forum held each year in San Diego.

BUSINESS PHILOSOPHY

ESSENTIAL BUSINESS PHILOSOPHY:

Challenges are our best opportunity to grow and succeed.

BEST WAY TO KEEP A COMPETITIVE

EDGE: Continually investigate future needs of our clients and the marketplace; uncover new market segments for our services.

GUIDING PRINCIPLES: Synergy, innovation and results.

YARDSTICKS OF SUCCESS: Repeat clientele.

GOALS YET TO BE ACHIEVED: The grand opening of our new design showroom in downtown San Diego in 2010.

JUDGMENT CALLS

BEST BUSINESS DECISION: Diversifying our services to meet the growing needs of existing clients.

WORST BUSINESS DECISION: Having part-time employees during the startup process.

TOUGHEST BUSINESS DECISION: Understanding that not all business is good business.

BIGGEST MISSED OPPORTUNITY: Waiting so long to start the business.

WORD THAT DESCRIBES YOU: Innovative.



RESUMÉ

- **NAME:** Jaimi Julian Thompson.
- **COMPANY:** Artisan Design Group.
- **TITLE:** President.
- **EDUCATION:** UC Berkeley, English/communications major.
- **BIRTHPLACE:** West Point, N.Y. — U.S. Military Academy.
- **AGE:** 45.
- **CURRENT RESIDENCE:** San Diego.
- **FAMILY:** Husband, Scott Thompson; Yorkies, Buster and Brandy.

TRUE CONFESSIONS

WHAT YOU LIKE BEST ABOUT YOUR JOB:

The people and the ability to create new opportunities every day.

WHAT YOU LIKE LEAST ABOUT YOUR JOB:

Dealing with insurance programs.

PET PEEVE: People who don't listen or read instructions.

MOST IMPORTANT LESSON LEARNED:

Collaboration breeds more success than competition.

PERSON MOST INTERESTED IN MEETING:

Diane Sawyer.

THREE GREATEST PASSIONS:

Traveling, writing and dancing.

FIRST CHOICE FOR A NEW CAREER:

Author.

PREDILECTIONS

FAVORITE QUOTE: "The significant problems we face cannot be solved at the

same level of thinking we were at when we created them" — Albert Einstein.

MOST INFLUENTIAL BOOK: "The Seven Habits of Highly Effective People," by Stephen R. Covey.

FAVORITE STATUS SYMBOL: Avoiding status symbols.

FAVORITE RESTAURANT: Roy's Restaurant.

FAVORITE PLACE FOR BUSINESS MEETINGS: San Francisco; The University Club Atop Symphony Towers in San Diego.

FAVORITE VACATION SPOT: Italy.

FAVORITE WAY TO SPEND TIME: Swing dancing.

WHAT'S ON YOUR IPOD: A little bit of everything, but mostly music that you can dance to.

WHAT DO YOU DRIVE: Toyota Prius.

DO YOU USE A GPS: Several! Every vehicle and iPhone.

DO YOU USE A PDA: My iPhone!