

Jack Robinson Biography

Jack Robinson was the youngest vice-president in the history of Frito Lay. He was promoted as head of all manufacturing for the company. He eventually took over responsibility for market research as well. When Fox and Jacobs, a homebuilder in Dallas, wanted to expand as a large production homebuilder, they hired Jack to oversee the production. He was successful.

Jack was then hired by Rayco Homes in San Antonio as chief operating officer. He took over in the mid-1980's with the company facing a severe recession and lots of unsold inventory. He very quickly built the company with a competent team into the strongest homebuilder in Texas or perhaps the country, averaging 2500 homes per year, a 13% net profit margin, and an average sales price of about \$100,000.

Jack built the first major design center in the country, organized what is now called "even flow" for the first time, wrote the first major market research on buyers, and built a company with very little turnover and exceptional synergy.

Jack is considered one of the best operators ever to work in homebuilding. Eventually Rayco was sold to KB Homes and then Jack became a part of Next Solutions, Inc. He and Doug Wilson had worked together for five years prior to the sale.