

A Different Kind of Electrical Contracting Company

W. Bradley Electric sets the standard for customer service and an exemplary workplace culture.



Leslie Murphy
CEO
W. Bradley Electric, Inc.

Full-Service Electrical Contracting

WBE has expanded to include six distinct divisions—electrical construction, telecommunications cabling, audio/visual solutions, security systems, traffic signal and street lighting, and IT services—to deliver professional, experienced service to clients with broad-based needs. Services include design build, integrated project delivery, preconstruction services, engineering, prefabrication, new construction, tenant improvements, and more.

Leslie Murphy was a tomboy growing up. She could often be found, she says, roughhousing with her brothers or playing basketball with the neighborhood boys. As a young adult, she spent her summers doing light construction, driving a truck, and learning estimating and budgeting alongside her father in the family business. Those life experiences, along with a clear understanding of the value of hard work and respect, helped her become the successful leader she is today.

Murphy is CEO of W. Bradley Electric, Inc. (WBE), a highly regarded, full-service electrical contracting company serving clients of all sizes and in every imaginable industry throughout the Bay Area. She took over the

role from her father upon his retirement 20 years ago and has not only kept the ship afloat but has grown and modernized the business, adding divisions critical to meeting the needs of clients.

That WBE employs more than 400 people and in 2018 achieved sales of \$131 million—up from \$106 million the previous year—is a testament to Murphy's leadership abilities. But, as she is quick to note, what she has built—the WBE of today—is about more than sales and financial success. It's also about a culture that differentiates WBE from competitors, one in which a customer-centric approach to doing business and a focus on the satisfaction and well-being of the employee team are the top priorities.

A Best Place to Work

From Murphy's perspective, her role as a woman in a male-dominated industry isn't particularly notable or interesting. (WBE is a certified women-owned business enterprise.) Ability is more important than gender, she says. But there is one area in which she believes women have an advantage.

"People are our greatest asset and have the most significant impact on our reputation and client relationships. It's imperative that we treat our teams with that in mind," she says. "I believe women are especially well suited to make a difference in developing authentic, sincere, and caring workplace cultures."

For Murphy, that means treating each employee like the individual he or she is and speaking from the heart, something she says the business world needs more of.

"This industry can be very top- and bottom-line focused, so it's important that I make time to ensure WBE employees have what they need and feel valued," she explains. "I've made it a priority that we demonstrate respect for one another. We are honest with each other, we celebrate our achievements, and we're there for each other when life throws a curveball. We believe in promoting from within and empowering our employees to make decisions at all levels."

That approach has led to recognition and accolades above and beyond just the construction industry. WBE has made the Best Places to Work list 11 times, has won five Corporate Philanthropy awards, and has been named a Healthiest Employer seven times.

"At WBE, we're all family," Murphy adds. "WBE was built on a foundation of family, and that foundation will continue to serve us well far into the future."



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