

JASON LYELL

Founder & CEO | Lyell Construction Group, LLC

25+ Years of Business Leadership | Construction | Landscape | Audio / Visual

Executive Profile

Jason Lyell is an entrepreneur, business owner and construction executive with more than 25 years of experience leading businesses, managing complex projects and serving clients across media, technology, landscape, residential construction and commercial construction.

His career began in broadcast television and digital media, where he developed a strong foundation in production, technical systems, workflow design, training and project execution. He later built and led his own audio/visual installation and consulting operation, working on projects for nationally recognized media, technology, corporate and institutional organizations. That experience sharpened the project-management, systems-integration and client-service disciplines that continue to influence the way he manages construction today.

Over time, Jason expanded into landscape and property-improvement services and ultimately into general contracting and construction management. Each stage of that progression was connected: technology taught systems thinking and precision, landscape added site and exterior expertise, and construction brought those capabilities together into complete project delivery.

Today, Jason leads Lyell Construction Group, LLC, the primary company through which he coordinates construction, landscape and audio/visual capabilities. The model is intentionally integrated so clients can rely on one accountable team instead of having to independently source and manage multiple companies for construction, exterior improvements and technology.

Career Progression

Career Stage	Experience Carried Forward
Broadcast Television & Digital Media	Production, media workflows, technical systems, training, deadline-driven execution and coordination in high-performance environments.
Audio / Visual Installation & Consulting	System design, installation, integration, troubleshooting, client consulting, vendor coordination and project management for major organizations.
Landscape & Property Services	Site planning, exterior improvements, landscape coordination, field operations and the relationship between the built environment and finished property.
General Contracting & Construction Management	Preconstruction, estimating, budgeting, permitting, scheduling, trade management, quality control, value engineering and project completion.
Integrated Project Delivery Today	Construction, landscape and A/V capabilities coordinated through one team to reduce handoffs, simplify communication and provide clients with one point of accountability.

Selected National & Corporate Experience

Before focusing primarily on construction, Jason's audio/visual and media consulting work included projects for a wide range of recognizable organizations. Selected experience includes:

- CNN and CNN Sports
- NBC Universal and NBC Sports Network
- CBS News and Univision
- NASCAR and PGA Tour Entertainment
- Verizon / Motorola
- Turner Sports and Turner Studios
- Fox News, Fox Business and Fox Speed Channel
- The Weather Channel
- Google
- Georgia Tech

- Tiffany & Co.
- McKesson Corporation

- IKEA
- First Baptist Woodstock and other faith-based organizations

This earlier work gave Jason experience serving demanding clients where reliability, technical accuracy, communication and execution were essential. Those same disciplines now carry directly into the way he approaches construction projects.

Lyell Construction Group, LLC

Lyell Construction Group, LLC was formally organized in Georgia on March 14, 2019. Jason serves as Founder, CEO and Sole Member and remains directly involved in preconstruction, estimating, budgeting, contract administration, design coordination, permitting, scheduling, subcontractor and supplier management, quality control, problem solving and client communication.

The company's current structure reflects the progression of Jason's career. Rather than treating construction, landscape and technology as disconnected services, Lyell Construction Group is positioned to coordinate them as parts of one project. The goal is to make the process easier for the client, reduce gaps between trades and provide clearer accountability from planning through final completion.

Selected Commercial & Public Project Experience

Chaney Park Pavilion - Commerce, Georgia

Municipal/public construction project with an approximately \$315,000 contract value. The project reflects experience managing the administrative, contractual, scheduling and field-coordination requirements associated with public-sector construction.

Peachtree Orthopedics - Commercial / Medical

Commercial experience includes work associated with a medical/orthopedic environment, adding healthcare construction and renovation experience to the broader portfolio. These environments require careful coordination among owners, design professionals, specialty trades and building requirements.

Salon Project - Commercial Interior Build-Out

Specialized salon/personal-services commercial build-out involving coordination of plumbing, electrical, lighting, cabinetry and millwork, equipment placement, finishes and operational workflow while maintaining a polished, client-facing environment.

Selected Residential Project Experience

Residential client names are intentionally omitted.

284 Eastridge Court - Luxury Custom Residence | Blairsville, Georgia

Luxury custom residential construction demonstrating hands-on management of the complete building process, including budgeting, scheduling, subcontractor and supplier coordination, finish selections, quality control and final completion.

Riverside at Lake Nottely - Custom Residence | Blairsville, Georgia

Custom new-home construction in the Lake Nottely market, reflecting experience coordinating owners, trades, suppliers and design decisions throughout a ground-up residential build in a North Georgia lake and mountain community.

469 Oakwood Way - Luxury New Construction | Blairsville, Georgia

Approximately 6,000-square-foot luxury residence incorporating a finished basement, premium hardwood flooring, substantial custom trim and millwork, custom cabinetry and built-ins, stone and tile work, high-end kitchens and baths, fireplaces, outdoor living areas and professionally coordinated landscaping.

31 Clearview Lane - Luxury Residential Development | Blairsville, Georgia

Luxury residential development demonstrating experience beyond physical construction, including budgeting, carrying-cost management, property maintenance, contractor coordination, completion activities and market preparation.

500 S Westminster Way - Residential Garage / Living-Space Project | Atlanta, Georgia

Engineered residential project involving a garage build with an upper living level, demonstrating coordination of structural, framing and building-system requirements within a significant residential improvement.

Atlanta-Area Residential Renovations & Additions

Additional experience includes substantial renovations, additions, roofing, exterior construction and structural improvements requiring integration of new work with existing homes and coordination across multiple specialty trades.

One Team - From Planning Through Completion

Jason's operating philosophy is built around accountability, convenience and direct involvement. The traditional construction process often requires an owner to separately coordinate a general contractor, landscape contractor, technology provider and numerous specialty trades. The Lyell model is designed to reduce that fragmentation.

By understanding construction, landscape and audio/visual systems, Jason can consider more of the property as a whole from the beginning. Construction decisions can account for exterior work and technology needs earlier, helping avoid unnecessary handoffs, duplicated effort and last-minute coordination.

The objective is not simply to complete a scope of work. It is to provide clients with one relationship they can rely on - a team capable of managing the details, coordinating the moving parts and carrying a project from concept through completion.

Core Experience

- 25+ years of business ownership, leadership and client service
- Luxury custom and speculative new-home construction
- Commercial construction and interior build-outs
- Municipal/public construction
- Major residential renovations, additions and structural improvements
- Preconstruction, estimating, budgeting and value engineering
- Permitting, scheduling and multi-trade project coordination
- Subcontractor, supplier and design-professional management
- Landscape and exterior project coordination
- Audio/visual installation, systems integration and consulting
- Project closeout, quality control and client turnover