

BARON ISADORE WILSON

FOUNDER | CEO | MASTER MASONRY &
CONSTRUCTION PROFESSIONAL

BUSINESS INFORMATION

Norab LLC dba Wilson and Wilson Construction
(314) 450-0985
wilsonandwilsonconst@gmail.com
St. Louis, Missouri | Website: www.wawstl.com

BRICK GOD
314-450-0985
TUCKPOINTING
WILSON AND WILSON
CONSTRUCTION
OWNER: **BARON ISADORE WILSON**
aka **"THE BRICK GOD"**

WILSON AND WILSON CONSTRUCTION
100% BLACK OWNED BUSINESS
St. Louis, Missouri

THE WILSON MULTIPLEX FACILITY WILL INCLUDE:

- Headquarters for Wilson and Wilson Construction
- Masonry trade program
- Flexible conference, meeting and training spaces
- Small community health rooms
- Open computer & Wi-Fi shared spaces
- Retail area: 2-4 small retail & food businesses
- Decorative brick display room
- Outside greenery sitting spaces

BUILT ON FAITH, FAMILY & BRICK

BUILDING OPPORTUNITIES. STRENGTHENING COMMUNITIES. CREATING LEGACIES.

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EXECUTIVE PROFILE

Veteran masonry and construction professional, entrepreneur, and founder with more than two decades of union-certified field experience before establishing Norab LLC dba Wilson and Wilson Construction in 2015. Built an extensive foundation in the masonry trade through more than 20 years with Leonard Masonry in the St. Louis region, then transitioned that hands-on expertise into business ownership and executive leadership. Known for craftsmanship, project coordination, responsiveness to client needs, efficient use of labor and materials, and a business philosophy centered on teamwork, integrity, commitment, and delivering on promises.

CORE QUALIFICATIONS

Masonry Construction	Construction Leadership	Business Ownership
Brick & Block Work	Repair & Restoration	Project Coordination
Tuckpointing	Client Relations	Workforce Leadership
Quality Control	Resource & Material Planning	Residential / Commercial Work

PROFESSIONAL EXPERIENCE

NORAB LLC dba WILSON AND WILSON CONSTRUCTION — St. Louis, Missouri

Founder & Chief Executive Officer | 2015–Present

- Founded Norab LLC in 2015 and developed Wilson and Wilson Construction around the core values of teamwork, integrity, and commitment.
- Provide executive direction for a locally based construction enterprise with roots in masonry craftsmanship and experience spanning residential improvements and medium-sized building projects.
- Lead client relationships, project planning, coordination, business development, workforce oversight, and the continued expansion of company capabilities.
- Apply decades of field experience to project execution, emphasizing quality workmanship, responsiveness, careful planning, collaboration, and client satisfaction.
- Promote efficient use of time, labor, and materials to minimize waste, strengthen workflow, and support dependable project delivery.

- Guide the company through changing construction conditions, technology, competition, and customer expectations while preserving traditional standards of craftsmanship.
- Maintain the company credo, "A promise made is a promise delivered," as a standard for accountability, customer service, and business relationships.
- Build the company's public identity around a deep connection to masonry craftsmanship, including Wilson's professional identity as "The Brick God."

LEONARD MASONRY — St. Louis Region, Missouri

Union-Certified Masonry / Construction Professional | 20+ Years

- Built more than 20 years of professional masonry and construction experience with Leonard Masonry before founding Norab LLC.
- Developed extensive hands-on knowledge of masonry construction, jobsite practices, craftsmanship standards, teamwork, scheduling, and the disciplined execution required on construction projects.
- Worked within a long-established St. Louis masonry environment serving complex construction needs and gained practical exposure to the demands of professional masonry operations.
- Strengthened technical understanding of brick, block, stone, repair, restoration, and related masonry processes through sustained field experience.
- Collaborated with construction teams and other trades while working within project schedules, safety expectations, quality requirements, and changing jobsite conditions.
- Established the field-based leadership, work ethic, technical judgment, and client-focused mindset later carried into Wilson and Wilson Construction.

CONSTRUCTION & MASONRY LEADERSHIP

- More than two decades of pre-ownership experience in the union construction environment, with masonry as the foundation of a career spanning skilled trade work and entrepreneurship.
- Working knowledge of construction sequencing, project preparation, labor coordination, materials utilization, workflow management, and quality expectations.
- Experience supporting work across residential improvements and larger building projects while adapting to changing project requirements and client needs.
- Commitment to combining traditional craftsmanship with modern construction processes, improved technology, and stronger organizational systems.
- Ability to translate field experience into executive decision-making, practical problem solving, customer communication, and business planning.

SELECTED AREAS OF EXPERTISE

Masonry Craftsmanship: Brick, block, stone, tuckpointing, repair, and restoration principles, with a career foundation in professional masonry construction.

Project Execution: Planning, collaboration, workflow coordination, resource utilization, and attention to project quality and customer expectations.

Business Leadership: Company direction, client service, relationship development, operational decision-making, and growth planning.

Quality & Accountability: Emphasis on workmanship, responsiveness, integrity, and honoring commitments made to customers and project partners.

Workforce & Teamwork: Understanding of construction teamwork developed through decades in the field and applied to leadership of company operations.

Community-Focused Growth: Interest in expanding a St. Louis construction enterprise in ways that strengthen skilled-trade opportunities, partnerships, and neighborhood investment.

PROFESSIONAL HIGHLIGHTS

- Founded Norab LLC dba Wilson and Wilson Construction in 2015 after a long career in union-certified masonry construction.
- More than 20 years of masonry and construction experience with Leonard Masonry prior to establishing Norab LLC.
- Developed Wilson and Wilson Construction as a St. Louis-based enterprise grounded in teamwork, integrity, commitment, hard work, and responsiveness to clients.
- Public business records identify Baron Wilson as the owner/principal of Wilson and Wilson Construction and associate the business with masonry contracting, tuckpointing, and glass-block work.
- Maintains a professional identity closely connected to masonry expertise and the preservation of skilled-trade craftsmanship.

LEADERSHIP PHILOSOPHY

Wilson's leadership is grounded in the belief that successful construction requires more than technical skill. It requires preparation, dependable teamwork, responsible use of labor and materials, clear communication, and accountability to the client. His career reflects progression from learning and performing the trade to leading an enterprise built around those same principles. The company's longstanding message — "A promise made is a promise delivered" — summarizes the standard he brings to workmanship and business relationships.

PROFESSIONAL AFFILIATIONS / CREDENTIALS

Union-certified construction and masonry background. Additional union local, formal apprenticeship, licenses, certifications, education, awards, and specific major project credits were not provided in the source materials and have therefore not been listed.
