

THE EXECUTIVE OFFICE



Sid Craig



Jenny Craig

Photo courtesy of Jenny Craig International

Jenny and Sid Craig's personal art collection played a major role in how the firm of Hyndman & Hyndman approached designing the headquarters of Jenny Craig International, the sixth fastest-growing private company in America. "We spend more time here than at home," says Sid Craig. "So we really wanted something we felt comfortable with — a place where we could share the artwork we've collected with our staff and the people who visit us."

The husband-wife team — co-founders of JCI — divide duties but always consult each other on big decisions. Jenny, as chief operating officer, handles client relations. Sid, the CEO, attends to financial matters, expansion plans and marketing.

The 7-by-10-foot painting dominating Jenny's office (right) was a birthday gift from Sid. Jenny, a Leo with an affinity for the big cats, had seen the painting in a San Francisco gallery. In Sid's office (above) his desk faces a painting of New York City — "a nice contrast with the ocean," says Sid, referring to the sweeping westward view from both offices. The panorama also includes Del Mar Race Track. And since the Craigs own race horses, Sid jokes that if he were lazy, he could just watch the race from his office window. Although, he adds, "If I had a horse running, I'd probably be there."

