

Dina Dwyer-Owens: What I Learned on "Undercover Boss"

WACO, Texas, Jan. 23, 2012 /PRNewswire/ -- Her cover has officially been blown.

Dina Dwyer-Owens, Chairwoman and CEO of [The Dwyer Group](#), appeared on CBS's hit reality show "[Undercover Boss](#)" on Jan. 22 for a journey that today has connected her to her company's service brands on a whole new level.

The two-time Emmy nominated "Undercover Boss" now in its third season, invited Dwyer-Owens to the front lines of her organization where she worked alongside representatives for Mr. Appliance, Mr. Electric, Mr. Rooter and The Grounds Guys.

"It was such a rewarding experience," Dwyer-Owens said, coming off the company's 30th anniversary and seeing things from a new angle. "I tried jobs that I've never done before. I walked in the shoes of our service professionals and I did some incredibly hard, but overwhelmingly rewarding, things. I have a newfound respect for what our service professionals do each and every day."

Those service professionals cover more than 1,600 franchises for seven brands in traditionally male-dominated trades who make some 2 million service calls each year. For Dwyer-Owens, the reality show was a front row seat to see how customer service and a corporate culture built on a code of values were being embraced at a grassroots level.

"This episode ranks among the most powerful and moving episodes of 'Undercover Boss,'" said Chris Carlson, executive producer of "Undercover Boss."

The show promoted the story of a woman in a man's world, showcasing Dwyer-Owens on a riding lawnmower, unloading a water heater, installing commercial exit signs and repairing a stove among the many highlights. In a unique twist, Dwyer-Owens also was paired with a female service professional in one city who, like the CEO, proved great at her job. She called it one of the best surprises in her undercover adventure.

"Working undercover with Tanna showed me that there is a huge opportunity out there," Dwyer-Owens said. "I have a vision to see more women in the trades."

She added that CEOs of businesses big and small could probably learn a few things in a-day-in-the-life of an employee. However, she has retired her wig, colored contacts and fake fingernails indefinitely.

Dwyer-Owens remains committed to championing [The Dwyer Group Code of Values](#) and its themes of Respect, Integrity, Customer Focus and Having Fun in the Process as a foundation for the company's success. The service brands will account for more than \$750 million in annual system-wide sales this year.

For more on the episode, Dwyer-Owens and the contributors, visit <http://www.dwyergroup.com/undercoverboss/>.

About The Dwyer Group, Inc.®:

The Dwyer Group, Inc., based in Waco, Texas, is a holding company of seven franchise businesses, each selling and supporting a different franchise under the following service marks: Aire Serv®, Glass Doctor®, The Grounds Guys™, Mr. Appliance®, Mr. Electric®, Mr. Rooter® (Drain Doctor in the UK and Portugal), and Rainbow International®. Collectively, these independent franchise concepts offer customers world-wide a broad base of residential and commercial services. In addition, Dwyer operates glass shops in New England under the Portland Glass brand name. The Dwyer Group is a portfolio company of TZP Group LLC, a private equity firm based in New York that focuses on control investments in business and consumer services companies with enterprise values generally up to \$200 million. More information on The Dwyer Group, or its franchise concepts, is available at www.dwyergroup.com.

Dina Dwyer-Owens and The Dwyer Group are also on Twitter at @DinaDwyerOwens and @DwyerGroup.

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