

LYTTLETON T. HARRIS IV

Biography

Lyt Harris is a native of Baton Rouge, Louisiana and currently resides in Houston, Texas. He was married to the late Venita VanCaspel Harris.

He is the retired President and CEO of Southwest Management & Marketing Company of Houston, a residential property management concern.

Lyt is a 1962 graduate of the University of Mississippi with a B.B.A. degree in Marketing and Management. He also earned a Master of Science degree in Marketing and Economics from Louisiana State University in 1963. In May of 2009, he received an honorary Doctor of Laws degree from Northwood University.

After completing graduate school, he rose through the ranks of Scott Paper Company where he became Project Manager for the first disposable diapers in the US which he took from test market to national distribution. Later he became National Brand Manager for disposable diapers and the company's facial tissue product line.

Later as Director of Marketing for a large division of Hunt Wesson Foods, Lyt and his team discovered and teamed up with Orville Redenbacher to take his gourmet popping corn from test markets to national distribution and in three years to the # 1 selling brand of popcorn in the US, a distinction that the brand still holds today.

Lyt then spent several years as a senior marketing executive in the banking and finance industry before moving to Houston in 1982 to become President and CEO of Southwest Management & Marketing Company, a residential property management concern.

He sold his company and retired in 2004 and currently serves as Managing Partner of The Harris Investment Partnership, specializing in projects such as multi-family real estate & senior housing developments among others.

Always active in civic and charitable activities, Lyt has served on the boards of several non-profit organizations, including The Kidney Foundation, Junior Achievement, Boy Scouts of America, Big Brothers/Big Sisters, and St. Luke's United Methodist Church. During his business career, he was listed in Who's Who in America, Who's Who in Finance and Industry and Who's Who in the South and Southwest. He has served as a mentor for MBA students at the University of Mississippi's Graduate School of Business for many years and was made an Otho Smith Fellow of the Ole Miss School of Business Administration in 2008. In 2023 he joined the mentoring program at the E. J. Ourso College of Business at LSU.

Lyt served for ten years on the Board of Trustees and on the Executive Committee of Northwood University in Michigan and is Past Chairman of the Board of Trustees of The John Quincy Adams Foundation.

His late wife was the former Venita Walker VanCaspel, retired stockbroker, Certified Financial Planner, PBS Television weekly show host, and author of six best-selling books on personal finance and money management. During the late 1980s and 1990s Venita and Lyt spent time on the national and international lecture circuit where they presented their popular seminars "Winning the Money Game" and "Financial Planning at Sea."

In 2016 and 2017 Lyt established what will eventually become multi-million-dollar endowed scholarship programs for worthy students majoring in marketing at Louisiana State University, The University of Mississippi and at Northwood University in Michigan and economics majors at The University of Colorado where his late wife earned her degree.

In May of 2023, Lyt was honored by the international scholastic organization Academy of Marketing Science (AMS) and was named their Marketing Practitioner of the Year for 2023 at their conference in New Orleans.

In retirement, Lyt enjoys cruising the oceans and rivers of the world, manages the investment portfolios of several non-profit organizations to which he belongs and has presented his popular talk, "From Snow Cones to Condos -A

Sixty-Year Journey in Marketing," to university marketing classes at several colleges and universities.