




Scott Norman

Marine Professional
Small Business Owner


Marine Professional with 30+ years of experience of transforming and leading sailing programs with an emphasis on sailor and coach development.

Possess a B.S. in Communications and expertise in Microsoft and Google platforms.

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PROFESSIONAL EXPERIENCE

Owner

Norman Sailing LLC – Lake Forest, IL 1995 – Present

- Private and Team Coaching for 100+ domestic and international sailing organizations
- Event and organization consulting

Sales and Marketing Manager

Professional Boats – Miami, FL 2018 - Present

- Manage all boat sales and marketing

Sailing Director

Camden Yacht Club / CAYSP – Camden, ME 2021 – 2022

- Responsibilities included supervision and training of 20+ instructors, program budgeting and fundraising

Waterfront Director

Norfolk Yacht and Country Club 2019-2020

- Responsibilities included management and supervision of sailing and dock staff
- Manage all boat sales, event rentals and marketing

Other Positions

- **Club 420 Class Association – Executive Director**
- **International Optimist Dinghy Assn – Vice Chair of Coach Development**
- USODA National Team – Executive Director (1998-2017)
- Harken Yacht Equipment – SE Territory Sales Manager (1995-2017)
- Eckerd College – Intercollegiate Sailing Director (2000-2005)
- Lauderdale Yacht Club – Sailing Director (1995-2000)

EDUCATION

Bachelor Of Arts in Communications

University of South Florida – Tampa,, FL 1994

- Major coursework in communication, minor coursework in management, marketing and business administration

KEY SKILLS

- Microsoft Office
- Google Workspace
- ClubSpot
- Constant Contact / MailChimp
- Video Production
- Social Media Management
- Team Leadership
- Problem Solving

CERTIFICATIONS

- US Sailing Level 1 Inst Trainer
- US Sailing Level 3 Coach
- CPR / First Aid / AED
- SSI Open Water Diver
- SafeSport
- International Background Check