

Scott W. Norman

25 W. Stone Ave. Lake Forest, IL 60045
normansailing@me.com
+1.727.692.4366

EDUCATION

UNIVERSITY OF SOUTH FLORIDA TAMPA, FL
Bachelor of Arts, Communication 1994

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

EXPERIENCE

NORMAN SAILING, LLC LAKE FOREST, IL
Owner 1994 to Present

- Provided services for over 100 organizations including private and team coaching, coach training / events
- Travel opportunities for open international events
- Other services including; photography, video production and coach boat RIB rentals / sales

PROFESSIONAL BOATS MIAMI, FL
U.S. Sales Manager 2018-Present

- Manage all sales and rentals
- Manage all social media accounts

NORFOLK YACHT & COUNTRY CLUB NORFOLK, VA
Waterfront Director 2019-2020

- Managed all facets of the waterfront facility including staffing and marina management
- Managed all youth and adult waterfront programs and staff of up to 20 employees
- Managed overall yachting and sailing budgets and assets
- Regatta Chair for all NYCC hosted events

LAKE FOREST SAILING LAKE FOREST, IL
Sailing Director 2017 to 2019

- Supervised all aspects of the City of Lake Forest waterfront and sailing programs
- Managed summer sailing staff of 12 coaches with 9 various course offerings
- Managed and coached a travel team of 8 Opti, 8 Laser and 40 High School sailors
- Managed a small harbor and launch basin

HARKEN YACHT EQUIPMENT, INC. LARGO, FL
Southeast Sales and Service Account Manager 2004 to 2017

- Manager of all Southeast aftermarket and small boat OEM accounts averaging \$2 million in sales annually. Customer territory ranges from Virginia to Texas including Caribbean region.
- Active member of the Product Development Committee
- Southeast U.S. Event Sales and Service Coordinator

U.S. OPTIMIST NATIONAL TEAM
Executive Director / Head Coach 1995 to 2018

- Created the U.S. National Team in 1995 while coordinating training curriculum for sailors and coaches
- Served as a USODA Coaches Council member
- Created the National Optimist Development Team and served as Head Coach (2004 - 2010)
- Coaching Director and Communication/Social Media Chairman (2007-Present)
- Assisted 60+ sailors in qualifying for various international dinghy events. Many of which include College All Americans, Olympians and professional sailors.
- Have led 32 international teams for the US Optimist Dinghy Association in 15 countries which includes all IODA continental championships.

ECKERD COLLEGE

ST. PETERSBURG, FL

Director of Intercollegiate Sailing / Head Coach

2000 to 2005

- Full-Time Director of Varsity Sailing responsible for all aspects of the program which includes recruiting, scheduling, budgeting, travel logistics, regatta hosting and management; in addition to coaching a team of competitive sailors
- Conference Commissioner of the South Atlantic Intercollegiate Sailing Association (SAISA). Directed the member college teams and a Board of Directors for 3 seasons. Preparing budgets, organizing events and venues, etc.
- Regatta Chair for the 2004 Vanguard/ICSA North American Singlehand Championships

LAUDERDALE YACHT CLUB

FT. LAUDERDALE, FL

Sailing Director

1995 to 2000

- Organized a year-round recreational and competitive sailing program for more than 200 sailors annually
- Provided coaching for junior sailors on national and international levels, along with adult sailing programs
- Worked extensively with the club's Fleet Captain on organizing and executing local to international events
- Waterfront safety advisor and maintenance coordinator

CERTIFICATIONS

- US Sailing Level 1 Instructor Trainer, US Sailing Level 3 Coach, CPR/First Aid, Intermediate Marina Management

REFERENCES

Personal and professional references available upon request