

## SENIOR EXECUTIVE: COMMUNICATIONS / PUBLIC AFFAIRS

Intuitive marketing communications professional with 20-year track record combining strategic, business, and organizational skills to develop campaigns and deliver powerful messages that influence action.

Polished spokesperson with assertive presence and impeccable communication abilities honed through extensive experience in sales and marketing, public relations, and public affairs.

Smart, passionate, and effective leader fearless in the face of big challenges, and able to motivate, energize, and drive teams to success.

**Executive and Editorial Endorsements (see full quotations below):** "Norris is passionate about his work... a thinker, a born teacher... would clearly be a powerful force... creative, engaging and articulate...supported client acquisitions, like IBM, successfully managed large accounts and built a new practice for the firm... he is a man who is honest, he's trustworthy, he's loyal, he helps other people at all times." — *Jack Morey, EVP of Morey's Piers; Press of Atlantic City Editorial Endorsement, 10-30-07; David Kratz, CEO of Magnet Communications; Ross Perot endorsement.*

## PROFESSIONAL EXPERIENCE

NEW JERSEY DEPARTMENT OF EDUCATION — Trenton, NJ 2010-2011  
**Director, Family and Community Relations Office**

At the request of the Commissioner of Education and the State Board of Education, redesigned public interface and created a statewide family and community outreach program through a four person team that improved constituent response, the web site, and overall communications. Represented NJDOE at public meetings, more than doubled outreach, forged numerous stakeholder partnerships and provided regular leadership development sessions to educators and school administrators.

BAYSHORE COMMUNICATIONS, LLC — Lower Township, NJ 2004–Present  
*Sales, marketing, and public relations consultancy.*

### Owner

Advance client business goals by providing strategic and operational leadership in realm of sales, marketing, and PR. Since 2004, serve as Director of Sales and Marketing for largest client, Morey's Piers, Beachfront Waterparks and Resorts (\$35M in annual sales and 1,800 employees), managing 10-member team and \$2.5M budget. Cultivated additional clients including Lumenogic, Congress Hall Hotel, Virginia Hotel, and Sea Tow Cape May.

### Morey's Piers, Beachfront Waterparks and Resorts

- **Turned around underperforming sales organization** to achieve 92% increase in group sales over 4 years.
- **Increased retail sales 3%-5% year-over-year for 4 years** by initiating successful projects in market research, public relations, online marketing, social media, events, direct marketing, and marketing partnerships.
- **Increased earned media results by 500%** through public relations efforts.
- **Secured new marketing partnerships** with high-profile companies including Radio Disney, Wawa, and McDonalds, and sustained partnership with Coca-Cola.
- **Won industry awards** from International Association of Amusement Parks and Attractions, Governor's Tourism Award and from Hospitality Sales and Marketing Association International.

### Lumenogic

- **Captured new business** for "prediction market" services startup with clients including Dow Chemical, Frito-Lay, Pfizer, and US Air Force.
- **Achieved national television exposure** for company's new technology solution.

PEROT SYSTEMS — Dallas, TX 1997– 2000 • 2002–2004  
*Global IT services provider with \$1B in sales and 10,000 employees.*

### Director, Business Development / Associate

Recruited by CEO Ross Perot to tackle goal of introducing new corporate offerings to new industry verticals. Directed business development for financial services division, B2B e-commerce division, and new Customer Relationship Management service line targeting retail industry.

- **Captured major competitive win** by securing Saks Fifth Avenue as company's first retail client. Delivered \$1M in business to the firm as Engagement Manager for Saks.
- **Built high-performance sales team** by co-organizing delivery of national sales training program to 100+ associates.
- **Gained entry into new markets** by promoting B2B e-commerce channel to chemical industry.
- **Graduated with distinction** from Business Engineering Management track of corporate Engineering Development Program.

MAGNET COMMUNICATIONS — New York, NY  
*Mid-sized boutique public relations agency.*

2000–2002

#### **Vice President**

Hired to grow and manage client accounts, including firm's second largest client with monthly \$100K retainer. Developed and executed international public relations programs. Directed account teams of up to 10 members providing media relations, research, investor relations, analyst relations, promotions, and event services. Presented pitches to prospective clients.

- **Achieved \$4.5M in new business** for firms by identifying likely business prospects and delivering compelling presentations.
- **Delivered new revenue stream** by targeting clients in technology and learning industries.
- **Secured new high-profile clients:** IBM, Thomson Learning, Walden University.

UNITED WE STAND AMERICA AND ROSS PEROT — Dallas, TX

1994–1996

*2-million member national citizen action group and national presidential campaign organization.*

#### **Board of Directors • State Director • National Spokesperson**

Forged strategies to create a positive image and elevate public awareness of candidate, and to advocate organization's goals. Aligned messaging and policy priorities with state field operations, and supported public relations efforts on national level.

- **Recognized as among most successful field leaders** by Ross Perot in terms of public relations results and membership acquisition, resulting in promotion to national level role.
- **Attained significant national awareness** of organizational values and goals through appearances before Congress, press conferences with national press corps, and interviews with national print and TV media.

#### EARLY CAREER

**President,** CAPE MAY INSTITUTE, INC. — Cape May, NJ

Founded and grew continuing education institute servicing 1,000+ students yearly.

**Instructor,** ATLANTIC COMMUNITY COLLEGE — Mays Landing, NJ

Taught college courses in American Government, Introduction to Humanities, and World Religions.

**Director of Programs and Marketing,** CONGRESS HALL HOTEL — Cape May, NJ

Directed all marketing activities to boost sales at seaside National Historic Landmark hotel.

**Sales Representative,** FRIDEN ALCATEL — Hayward, CA

Achieved award in first year for outstanding sales of computerized mailing and shipping systems.

## PROFESSIONAL PROFILE

### EDUCATION

MA in Religion and Philosophy, UNIVERSITY OF PENNSYLVANIA — Philadelphia, PA

BA in Philosophy, COVENANT COLLEGE — Lookout Mountain, GA

### PROFESSIONAL DEVELOPMENT

Wharton School Executive Education Certificates:

Business Leadership (2009) & Business Process Outsourcing (2005)

### COMMUNITY LEADERSHIP

Candidate for NJ State Assembly in 2007, receiving endorsements from Ross Perot, Rudolf Giuliani and regional editorial boards. Founding Chairman of Cape May Music Festival and Friends of the Fishing Creek School

## Professional References for Norris Clark

*On behalf of the New Jersey Department of Education's Office of Governance and Leadership Development, I wish to express our appreciation for the outstanding presentation..."The Effective Communications Skills for the District and School Leaders" was a success....*

*...Evaluations all expressed their appreciation for your extraordinary knowledge, talent and expertise.*

**Elaine Davis, Director, Office of Governance and Leadership Development, NJ Department of Education**

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*Norris joined the NJ Department of Education at the request of Commissioner Bret Schundler, in the spirit of "public service," to direct our newly formed Family and Community Relations Office. Norris was tasked with public relations at the NJDOE and managing incoming communications while developing an ambitious outreach to all NJ households with children in school. Norris led in a re-design of our "customer" interface, including our web site.*

*Following Mr. Schundler's administration, Acting Commissioner Rochelle Hendricks expanded this Office and Norris' role to include partnership development and fundraising.*

*Despite several Department turnovers in administration, Norris has proven throughout that he is a team player with energy, talent, vision and great communications skill. He has represented us well on TV and at community meetings and greatly advanced initiatives to underwrite our outreach efforts.*

**Dave Corso, Assistant Commissioner, Administration and Finance, NJ Department of Education**

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*As Vice President of Communications for Thomson Learning, we hired a team from Magnet Communications led by Norris Clark to help plan and implement our media relations. The team supported our corporate positioning, media relations for major announcements and launches, and internal communications throughout our global network.*

*Working closely with our team and research findings, Norris articulated our value proposition, crafted messaging, and developed an ambitious communication plan. He provided media training to our senior executives, accompanied us on an international media relations campaign, made internal presentations, and handled the media for the launch of Universitas21. Together we measurably met our earned media goals, including a major placement with the **Wall Street Journal**.*

*Norris combined the sensitivities of an educator, knowledge of new learning technologies, and team leadership, together with a very skillful, articulate and polished approach to become a well-trusted communications counselor to our organization. Moreover, Norris is an intelligent, warm and caring individual who seems to bring out the best in those around him.*

**Kristen McCarthy, (former) Vice President of Communications, Thomson Learning**

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*At Magnet Communications, Norris was thoughtful, creative, passionate, engaging and articulate: qualities that supported our successful client acquisitions, like IBM. He built a new education and "learning" practice for the firm and skillfully managed some of our largest accounts.*

## **David Kratz, (former) CEO, Magnet Communications**

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*Norris' leadership of our nine person group sales team resulted in a 92% increase of overall group sales revenue over a four-year period. While steadily increasing sales, he worked with the team to successfully deliver a wide range of major group events.*

*On the marketing side, Norris initiated a wide array of successful projects in research, public relations, online marketing, social media, entertainment events, direct marketing, and marketing partnerships. He worked to steadily increase our holiday sales, implement a guest survey system, and initiate many new online marketing tactics.*

*He redeveloped our web site, and launched us into social media. He measurably increased our earned media results by 500% through his public relations efforts.*

*Norris is thoughtful and passionate about his work. He is a good communicator and a team player. Overall, he greatly re-enforced a customer-centered focus in our organization.*

## **Jack Morey, Executive Vice President, Morey's Piers, Beachfront Waterparks and Resorts**

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*I had the pleasure of working with Norris as a valued member of Perot Systems leading edge Customer Relationship Management practice. He brought enormous talent to our International Group.*

*Time and again he demonstrated his ability to dialogue effectively with the full range of executives in our client and prospect base. His grasp of marketing and communications essentials created valued points of differentiation that led to a profitable engagement at Saks Fifth Avenue, beating out an IBM oriented solution.*

*Norris has excellent one to one skills. He has an in-depth knowledge of "One To One Marketing" and "Customer For Life concepts". His broad background has also given him abilities beyond the norm in the CRM/Marketing field.*

*I was always impressed with his ability to cold call and effectively engage key executives at Fortune 500 Companies.*

*I have found Norris to be a true marketing and communications professional and a valuable asset to any organization.*

## **Charles Gooda, Global Strategy Executive for Strategic Markets, Perot Systems**

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*We need people like Norris Clark...I have a lot of great memories and stories about Norris, but the thing that is most vivid in my memory, is that he is a man who is honest, he's trustworthy, he's loyal, and he helps other people at all times. I will never get over his desire to provide service to help people...he keeps himself mentally alert... he lives the words of the Boy Scouts, be prepared.*

## **Ross Perot, personal endorsement**

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*In fact, Clark is the most passionate and polished candidate Press Editors interviewed this campaign season.*

*...Clark, a sales and marketing consultant, software developer, and former college instructor, was also a campaign director for Ross Perot's presidential bids and national spokesman for Ross Perot's United We Stand group.*

*...Clark's a thinker, a born teacher...and would clearly be a powerful force in Trenton...*

**Press of Atlantic City, Editorial Endorsement for NJ State Assembly, 10-30-07**

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