



Tim Norton is a seasoned executive and consultant with a distinguished career in development, communications, and marketing across higher education and the non-profit sector who has transitioned into a new chapter fueled by his passion for storytelling, human connection, history, and travel.

After years of leading philanthropic initiatives, and at the encouragement of friends, former colleagues, donors, and those who traveled alongside him to numerous places around the world, Tim pursued training and engaged in leading tours for students in 2024. That first season leading tours has ignited a deeper desire to learn and grow as a tour/travel professional as he works to spread a love of exploring, experiencing history, culture, and the nuances that make places come alive.

Tim believes that travel presents an opportunity to walk through new doors that otherwise would have remained closed, similar to how author Fran Leibowitz speaks of reading/books when she said, "A book is not supposed to be a mirror. It is supposed to be a door."

Among his proudest accomplishments is the launch of a successful consultancy in development, marketing, and communications, which he led for over a decade before selling to another firm. Following that entrepreneurial milestone, Tim joined [Appalachia Service Project](#), raising funds to make homes warmer, safer, and drier for families in Central Appalachia—a role he describes as "the most rewarding, most meaningful work of my entire career." (He'll gladly tell you more—just ask!)

Tim holds a B.A. in Communication from the University of Central Florida and two master's degrees, an M.A. in Religious Education and an M.A. in Theology, from Southwestern Baptist Theological Seminary.

He and his wife Dawn, a freelance interpreter for the deaf specializing in healthcare and education, have shared a life full of adventure and purpose. Their son Luke is a classically trained clarinetist turned professional photographer and digital media executive, currently based in New York City where he works for the Ralph Lauren Co.

Timothy A. (Tim) Norton

30 Mathieson Point • Jasper, Georgia • 30143
(770) 778-1494 cell/text | Timothy.A.Norton@gmail.com

SUMMARY OF RELEVANT EXPERIENCE AND PROFESSIONAL HISTORY

- Administration & Organizational Leadership
- Capital Campaign Planning & Execution
- Cultivation and Solicitation of Donors
- Strategic Planning
- Management of Staff and Resources
- Development of Endowment Programs
- Public Relations & Marketing Campaigns
- Board Development, Training & Coaching

Course Leader | WorldStrides

Washington, DC | New York City | Boston

March 2025 - Present

Tour Director | TripSchool Mega Training

Washington, DC | New York City | Boston

February 2025

Consultant, Interim Practice / Vice President / Advancement | Coxé Curry & Associates

Atlanta

2025 – Present

Executive Director (Interim) | AdventHealth Volusia County Foundation

Daytona Beach, Florida

2024 – 2025

Vice President for Advancement & Executive Director | Daytona State College Foundation

Daytona Beach, Florida

2019 – 2024

Chief Advancement Officer | Appalachia Service Project

Johnson City, Tennessee

2009 – 2015

Founder/Principal Consultant | Crux Communication, LLC

Atlanta and Maryville, Tennessee

1996 – 2015

EDUCATION

M.A. Education & M.A. Theology — Southwestern Baptist Theological Seminary, Ft. Worth, Texas

Bachelor of Arts, Organizational Communication—University of Central Florida, Orlando, Fla.

Computer Skills/Training in Mac and PC Environments, Microsoft Office Suite, Blackbaud's *Raiser's Edge & RENXT*, *Financial Edge & FENXT*, and *eTapestry*, PeopleSoft, Wealth Engine, Crescendo

COMMUNITY AND PROFESSIONAL SERVICE

- o Member, Association of Fundraising Professionals—Atlanta, Daytona Beach, and Smoky Mountain Chapters; Presenter in local AFP and CASE chapters
- o Founder, *Augustine Collective*—A Student Run Movement of College Journals
- o Member/Board Member, Jasper Rotary 2025, Daytona Beach Rotary 2019 - 2024
- o Member, Atlanta Breakfast Club, 2015 - 2019
- o Downtown Atlanta Kiwanis Club, community service committees, 1997-2006
- o Volunteer, Brain Tumor Foundation for Children, Atlanta, 2002-2006
- o Board of Advocates, Baylor University School of Social Work, 2000-2011
- o Missions volunteer in 13 states and six foreign countries