

## Team Volusia's new CEO set to start Oct. 1

**Friday**

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After nine months with an interim president, Team Volusia Economic Development Corp. finally has a new permanent leader.

By SKYLER SWISHER / BUSINESS WRITER

DAYTONA BEACH — After nine months with an interim president, Team Volusia Economic Development Corp. finally has a new permanent leader.

Keith Norden, former CEO and president of the Tampa Hillsborough Economic Development Corp, accepted an offer Friday to become the new president and CEO of Team Volusia, the private-public partnership formed in August 2010 to lead and/or coordinate countywide efforts to recruit employers to the area.

“It’s all signed,” Norden said after a meeting of Team Volusia’s board of directors. “It’s official. I’ve accepted, and I am thrilled to be relocating to Volusia County.”

Norden, who starts Oct. 1, said he plans to immediately begin meeting with investors and reviewing the organization’s strategic and business-recruitment plans.

He will receive a salary of \$125,000, which is less than the \$155,000 he received in his previous position.

During Friday’s meeting, board members praised Kerry Symolon, who filled in as interim president this year, and said they look forward to Norden launching his recruitment efforts.

“He’s a good guy — solid credentials,” said Larry McKinney, CEO of the Daytona Regional Chamber of Commerce and a member of Team Volusia’s board of directors. “We’re glad to have him here.”

Symolon, who was hired as director of business expansion and recruitment in March 2011, will continue on with the organization. Her new role under Norden’s leadership has not yet been announced.

Norden comes to Volusia County from the Tampa Bay area, where he led business recruitment efforts from 2009 until his contract was not renewed in February. He remained with the organization for another month as an executive vice president focusing on international business recruitment.

Rick Homans, president and CEO of the Tampa Hillsborough EDC, said Norden was not dismissed because of performance issues. Before coming to Tampa, Norden worked for the Hampton Roads Economic Development Alliance in Virginia.

The top post at Team Volusia has been vacant since January, when Helen Cauthen, the organization’s inaugural

president and CEO, left after just a year on the job to take a similar position in Virginia.

Team Volusia was launched in August 2010 and has an annual budget of \$850,000. About half of the organization's funding comes from public sources, including Volusia County and 10 cities.