
NORMAN DAVID ROUSSELL, MBA

CEO of Start Smart, LLC • 7240 Crowder Blvd., Suite 300 • New Orleans, LA 70127
(504) 324-1110 • NDRoussell@gmail.com

PROFESSIONAL BIOGRAPHY



As an entrepreneur, consultant and nationally recognized author and speaker, Norman David Roussell, MBA, has been empowering start-up entrepreneurs and seasoned business owners alike to pursue their goals of entrepreneurial success for over 15 years. In 2001, Norman founded Capital Access Project, Inc., an entrepreneur and economic development non-profit that played a seminal role in post-Katrina New Orleans' small business recovery efforts for over 10 years. In 2005, Norman founded a Start Smart, LLC, a company that provides training, consulting and publishing products and services to government, corporate and non-profit clients across the United States.

Norman is the author of the best-selling book in America on building business credit, *Principles of Building Business Credit* and the creative mind behind the award-winning construction business management training program Contractor's College®. Norman has also written several other books, including, *Ultimate Strategy*, *Ultimate Planning* and the *Louisiana Business Certifications Guidebook*.

Norman earned a Bachelor of Business Administration in Finance from Howard University at Washington, DC, and a Master of Business Administration from the Joseph A. Butts, S.J., School of Business from Loyola University at New Orleans, LA. Norman has also completed executive education at the Tuck School of Business at Dartmouth.