

## Contact

[www.linkedin.com/in/jaynorris007](http://www.linkedin.com/in/jaynorris007)  
(LinkedIn)

## Top Skills

Business-to-Business (B2B)  
Customer Acquisition  
Problem Solving

## Languages

French (Limited Working)

## Certifications

Applied Business Analytics  
GUESST SOFTWARE  
Real Estate Brokerage License

## Patents

Adonis - The worlds 1st Smart  
Speaker Console.

# Jay Norris

CEO & Co-Founder @ Guesst, Retail Sales Intelligence | Board Member | Prop & Fintech Evangelist | Transformation Leader | Dot Connector

New York, New York, United States

## Summary

I am a visionary entrepreneur with over two decades of experience in the real estate, hospitality and retail sectors. I create innovative and scalable solutions for both landlords and tenants, leveraging my strategic dealmaking, experiential marketing, cultural currency development, and business analytics skills.

I lead Guesst, a disruptive platform that enables property owners and merchants to negotiate and track creative and flexible lease terms based on daily sales performance. I have a real estate brokerage license from REBNY, a business analytics certification from MIT Sloan business school, and multiple patents in smart technology. I am passionate about empowering direct-to-consumer brands and providing sustainable and relevant value propositions for the real estate industry. I also support and mentor local entrepreneurs and community initiatives as a board member of Westport Weston Family YMCA and a co-founder of Startup Westport. I am always eager to learn and collaborate with other go-getters and visionaries who share my mission and empathy.

---

## Experience

### Guesst

CEO | Co-Founder

July 2018 - Present (5 years 11 months)

New York, New York

Co-Founder| CEO at Guesst - Performance based leasing software.

The Guesst platform allows Property owners to track the daily sales performance of their retail and restaurant tenants. The Guesst product also benefits the merchant by allowing them to procure a creative or flexible lease term from their property owner.

### Manhattan Chamber of Commerce

### Co-Chair

April 2024 - Present (2 months)

United States

### Westport Weston Family YMCA

Board Member

July 2023 - Present (11 months)

Westport, Connecticut, United States

### Startup Westport

Co-Founder, Board Member

February 2023 - Present (1 year 4 months)

Westport, Connecticut, United States

### Techstars Detroit Powered by J.P. Morgan

Startup Mentor

October 2022 - Present (1 year 8 months)

New York, New York, United States

### BlackLight™

Chief Executive Officer | Co-Founder

August 2021 - Present (2 years 10 months)

United States

The World's First Search Engine for Black-Owned Businesses

### The Westport Library

Member Board of Trustees

August 2022 - Present (1 year 10 months)

Westport, Connecticut, United States

### Westport10.com

Founder

July 2021 - Present (2 years 11 months)

Westport, Connecticut, United States

### Lifestyle Equities

Co-Founder | Chief Growth Officer

November 2012 - Present (11 years 7 months)

Greater New York City Area

Lifestyle Equities is a Management Consultancy specializing in innovative solutions for small to medium size businesses who aspire to either expand or be re-imagined.

LE offers conceptual development, action planning, site selection, go-to-market programming, strategic partnerships, experiential management, e-commerce platforming, sourcing, retail, office and industrial lease expansion or consolidation.

- Uncovering Licensing opportunities in the US & Abroad; launch, reposition and accelerate our client's brand equity from project conceptualization to completion.
- Position client's effectively in the market to cultivate their brand by capitalizing on solid practices and personal media relationships that maximize exposure and saturation.

### **Eastern Consolidated**

#### **Director, Tenant Representation**

September 2015 - June 2016 (10 months)

Greater New York City Area

- Organized and closed my first transaction within two months of signing with Eastern Consolidated. Completed all facets of the deal process, successfully procured a AAA-rated TENANT, secured a SPACE and closed the DEAL. Negotiated all of the term sheets, lease agreements, contracts & closing documents.
- Coordinated marketing, research, and financial analysis efforts related to marketing packages; created marketing packages for prospective clients.
- Assisted in bidding process to ensure compliance with Eastern Consolidated's policies and procedures.

### **Marcus & Millichap**

#### **Strategic Investment Advisor / National Hospitality Group**

May 2009 - January 2011 (1 year 9 months)

Greater New York City Area

Developed performance management metrics and baselines for multiple project deliverables, continuously ensuring that project objectives were measurable and performance expectations were met.

- Maintained a strong focus on enhancing the value of assets, planning and monitoring; met higher capital asset management standards.
- Predicted, identified and analyzed industry trends such as emerging technologies, evolving business models and buying behavior and recommended ways to evolve to meet these trends to National Hospitality's Executive Board.

## **Tastemakers Media**

### **Founder & CEO**

1997 - 2007 (10 years)

Greater New York City Area

Founded a transformative media company focusing on groundswell campaigns, strategic partnerships between the music industry and luxury lifestyle brands for compelling narratives, rapid growth and revenue.

- Created platform with integrated advertising, marketing and sales strategies for luxury brands.
- Launched media magazine that highlighted an innovative system to track and publicize the best hospitality lifestyle offerings nationally.

## **Arista Recordings**

### **Strategic Marketing Executive**

1994 - 1997 (3 years)

Greater New York City Area

Created and implemented strategic marketing programs for recording artists such as, Pink, Toni Braxton, Whitney Houston, Deborah Cox, Notorious BIG, TLC, Celine Dion etc.

## **Sony Music Entertainment**

### **Promotions Director**

1993 - 1994 (1 year)

Greater Atlanta Area

Coordinated innovative promotional programs for recording artists such as Babyface, Sade & Michael Jackson.

---

## **Education**

Howard University

Bachelor of Arts (B.A.), Sociology · (1986 - 1991)