

“A Leader of Tomorrow Became a Leader for Today”

As a former student and beneficiary of the Metro New York Chapter’s (NYBLACKMBA) Leaders of Tomorrow (LOT) Mentoring Program, Norville Barrington understands the value of mentorship, servant leadership, and transforming generational wealth.

Norville Barrington proudly serves as the Vice President of Marketing & Communications for NYBLACKMBA and oversees chapter programming, as well as chapter strategic pillars including Education (Leaders for Tomorrow Mentoring Program & University Relations) and Entrepreneurial (Business Development), where he launched the NYBLACKMBA Entrepreneur and Economic Development Initiative (EEDI) creating and connecting resources entrepreneurs and small businesses in the New York Metropolitan area.

Norville is currently the Director of EXPAND Development (Specialty Products & Services) at Horizon Blue Cross Blue Shield of New Jersey (BCBSNJ), responsible for income, growth and portfolio diversification including innovation, health and wellness transformation. He was also a member of the inaugural Executive Development Leadership Program at BCBSNJ, during which he focusing on margin improvement strategies, clinical transformation & strategy, product development & innovation, and organizational matrix modeling.

Prior to joining Horizon BCBSNJ, Norville held brand management, marketing, advertising, and sales positions at Mondelez International (formerly Kraft Foods), Mars International, The New York Times, and GEICO, respectively. He has also managed and launched new products for North American iconic NABISCO® brands and such as *Chips Ahoy!*, Honey Maid, Teddy Grahams, Barnum’s Animal Crackers, National S’mores Partnership with Hershey Chocolate and Jet-Puffed Marshmallows, as well as supported the OREO, Wheat Thins, and Triscuit brands in commercialization.

Norville sits on the Young Professionals Advisory Board of the Newark Boys Chorus School, and a student mentor for the Cristo Rey High School (Newark, NJ). Lastly, Norville is the Chairman of the Barrington’s of Brooklyn Holdings, including companies such as [bccelerator, Inc.](#) and “Paramount Technology Services Group, Inc.”

Norville holds an MBA from the Rutgers Business School with specializations in Marketing; Management & Business Strategy and Bachelors of Science from CUNY-Brooklyn College majoring in Business, Management and Finance. His journey is an example of the impact LOT leaders and mentors can have on high school students.