

Jon Norris

Chief Operating Officer at Starline Inc.

Jon Norris is the COO at Starline Inc., based in Buffalo, NY. Over the past 18 years, he has held many positions within the company, including Industrial Engineer, Systems Operations Manager, and VP of Operations. At PromoStandards, Jon serves on the Executive Committee and heads up the Education Workgroup on the Membership Marketing and Education Committee (MMEC). As the inaugural Chair of PromoStandards, he oversaw the formation and formalization of the organization. Other board services include being on the Alumni Advisory Board for the University of Buffalo School of Engineering, the Customer Advisory Board for FedEx C-suite, and the Executive Committee for PromoKitchen.

He is passionate about the intersection of technology and operations in the branded merchandise space. As a frequent speaker at industry events, his goal is to evangelize the industry about the power of technology and the transformative nature of PromoStandards supply chain integrations. Jon is a repeat member of the ASI Power 50 and was named Technology Executive of the Year by ASI in 2019. He holds a PMBA in Business Administration from the University at Buffalo School of Management and a BSIE in Industrial Engineering from the University at Buffalo.