

AN NC CHAMBER EVENT

Building NC

APRIL 2, 2024

Jaron M. Norman
CEO
Liberty Atlantic Group

Jaron M. Norman, the visionary CEO of Liberty Atlantic Group, has dramatically transformed the landscape of commercial real estate (CRE) in North Carolina. Steering the company from its humble beginnings as a consultancy into a formidable CRE firm, Jaron has overseen its meteoric rise to amass \$65M in annual revenues. This unparalleled growth within just four years has not only positioned Liberty Atlantic as a leader in the field but also cemented its status as the 4th largest minority-owned and led firm in the state.



Boasting over two decades of industry experience, Jaron has masterfully orchestrated over \$3 billion in multifamily investments, demonstrating his profound expertise in real estate finance, accounting, and project management. His strategic foresight and innovative approach have significantly contributed to the development of economic zones and the advancement of economic development initiatives across both the public and private sectors.

Jaron's illustrious career is marked by notable achievements, including a transformative role as Controller & Division CFO for a leading student-housing REIT, where his strategic financial management played a crucial role in the company's success. Furthermore, his entrepreneurial spirit led him to Silicon Valley in the late '90s, where he founded a startup that pioneered the integration of internet connectivity into vending machines, setting a new standard for the Automated Merchandising industry. With a B.S. in Accounting and the analytical rigor of a Six Sigma Black Belt, Jaron's leadership is defined by a relentless pursuit of operational excellence, efficiency, and innovation. His contributions have not only propelled Liberty Atlantic to the forefront of the CRE industry but have also reshaped the way businesses and communities perceive and interact with urban development and real estate investment.