

Deslyn Norris **Chief People Officer** **Fitness Connection**

Deslyn Norris, leads the recruiting, development and retention efforts for Fitness Connection, a health and wellness concept based in Dallas. As Chief People Officer for Fitness Connection, she plays a key role in shaping the organization and creating a best-in-class human resources function. Put simply, Deslyn strives to make Fitness Connection the place to work.



Prior to joining Fitness Connection in 2019, Deslyn served as the Vice President of Human Resources for Topgolf. Deslyn was responsible for all talent efforts while Topgolf's company associate base grew from approximately 1,000 associates to more than 18,000. She also previously worked at GameStop, EarthLink and Accenture, where she specialized in organizational development and effectiveness, training and development, employee communications, change management, succession planning and more.

She earned her Bachelor of Arts degree in Industrial/Organizational psychology from the University of South Florida and her Master of Business Administration from Kennesaw State University. Deslyn also is a Certified Facilitator for Development Dimensions International Learning Systems and has Emotional and Social Competency Inventory Accreditation from the Hay Group.

When she's not working out, Deslyn stays busy spending time with her husband and their young son, who has his mama wrapped around his little finger!

