

David '5-1' Norman is a seasoned Touring Professional with over 40 years of global experience. He specializes in steering top artists' tours, managing finances, and nurturing young talent. As an educator and industry influencer, he shapes music education, supports music nonprofits, and contributes to entertainment boards.

A man is not called wise because he talks and talks again; but if he is peaceful, loving, and fearless, then he is in truth called wise.
- Buddhist Teaching

+1.678.576.6581

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David51.com

TourForensics.com

David '5-1' Norman

Tour Manager | Production Manager | Tour Accountant

Experience

Don Toliver, Apr 2026 - Present
Tour Accountant

Hilary Duff, Nov 2025 - Feb 2026
Tour Strategist, Tour Accountant

One OK Rock, Aug 2025 - Present
Tour Manager, Tour Accountant

Cyndi Lauper, Aug 2024 - Sep 2025
Production Manager, Tour Accountant

Kid Cudi, Feb 2024
Production Manager

Evanescence, Jan 2023 - Jun 2023
Tour Manager, Tour Accountant

My Morning Jacket, May 2022 - March 2023
Tour Manager, Tour Accountant

Tyler, The Creator, May 2021 - May 2022
Production Manager, Tour Accountant

Earth, Wind & Fire, Jul 2017 - Jan 2020
Tour Manager, Tour Accountant

Previous Artist Experience

Alicia Keys, Avicii, Brit Floyd, British Rock Symphony with Roger Daltry, Chase Rice, Charlie Wilson, D-Nice, Dream Theater, Fantasia, Fall Out Boy, Goo Goo Dolls, Gregory Porter, Green Day, Joss Stone, John Fogerty, John Legend, Matchbox Twenty, Panic! at the Disco, Prince, R. Kelly, Rhiannon Giddens, Robert Plant & Alison Krauss, Star Trek: The Ultimate Voyage, Toni Braxton, Toto, Trans-Siberian Orchestra, Tyler, The Creator, Verizon Wireless Gospel Tour



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Skills

- Financial Oversight & Budgeting
- Vendor/Supplier Negotiation & Management
- Innovative Process Improvement
- Industry Collaboration & Partnerships
- Efficient Team Leadership
- Staffing Oversight & Best Practices
- Teaching & Mentorship
- MAC OSX & Microsoft Office 365
- Tour Logistics Management
- Production Management
- Remote Show Settlement Analysis
- International Immigration & Visa Coordination
- Venue Specifications Assembly
- Development of Tour Riders & Safety Protocols
- Master Tour Software
- Ticketmaster Reports / TM1 App
- Show Dog Tour Mgmt Software

Experience

Tour Director: Prince; Charlie Wilson; Fall Out Boy; Panic! at the Disco; Brit Floyd; Gregory Porter; Rhiannon Giddens

Tour Manager: Evanescence; Earth, Wind & Fire; John Legend; Matchbox Twenty; Toni Braxton; Alicia Keys; My Morning Jacket; Robert Plant & Alison Krauss; Toto; Chase Rice; Joss Stone; Dream Theater

Tour Accountant: Don Toliver; Cyndi Lauper; Tyler, The Creator; Earth, Wind & Fire; Avicii; John Legend; Charlie Wilson; Matchbox Twenty; Dream Theater; Robert Plant & Alison Krauss; Panic! at the Disco; Fall Out Boy; Alicia Keys; Chase Rice; R. Kelly; D-Nice; My Morning Jacket; Evanescence

Production Manager: Cyndi Lauper; Kid Cudi; Tyler, The Creator; Prince; Charlie Wilson; John Fogerty; Panic! at the Disco; Fall Out Boy; Goo Goo Dolls; Green Day; Fantasia; Trans-Siberian Orchestra; British Rock Symphony with Roger Daltry; Star Trek: The Ultimate Voyage; Verizon Wireless Gospel Tour

Community

- Well Dunn, Board Member
- Diversify The Stage, Advisor
- Roadies of Color United
- Showmakers Symposium
- Live from Nowhere
- Touring Career Workshop
- Grammy U Mentorship
- Behind the Scenes
- Clayton County Humane Society
- Big Brothers Big Sisters
- Securus House Women's Shelter



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Intention

With over 40 years in the touring industry, my passion for organization, communication, and detail-oriented practices has been unwavering. As a Tour Director, Tour Manager, Production Manager, Tour Accountant, and Promoter Rep, I've excelled in maintaining seamless operations and finding balance amidst challenges.

My dedication to new challenges led me to mentorship roles, educating future talents at renowned institutions and contributing insights through podcasts, webinars, and conferences. Balancing structure and creativity has been pivotal for successful ventures throughout my career.

I am eager to contribute my expertise to organizations valuing precision, innovation, and progress. My intention is to channel my passion for organization, communication, and problem-solving into fostering an environment of distinction.

With thanks,

‘5-1’

David ‘5-1’ Norman

Impact

Podcasts: Everything But The Show; Theatre Art Life; Signal to Noise; Co.Lab; The Tour Life; MusicBiz101; Beyond the Spotlight; Ashley Alexander TV; Live vs Live Instagram; Live from Nowhere; The Wolff Den with Matt Wollf; #iVoted Festival Podcast

Webinar: Tour Mgmt. 101; Concert Business Basics; Erika’s Rock Universe

Articles: LVM; Canadian Musician Magazine; Tour Guide Journal; Performance Magazine; Professional Sound Magazine; EQ Magazine; Mix Magazine; Total Production US Magazine; Mobile Production Magazine; FOH Magazine; PLSN Magazine; REVOLT; Pollstar Magazine; HBCU Connect; The Guardian

Adjunct Professor: The William Paterson University Music Business Program

Guest Lecturer: University of South Carolina; Clemson University; Appalachian State; Benedict College; Belmont University; Middle Tennessee State University; University of Oregon; SUNY Oneonta College of Fine Arts, NYU Grammy U, MusicCares, University of Central Florida; University of Louisiana Lafayette; Ferris State University; University of Georgia; University of New Haven; Cal State Fullerton

Speaking Engagements: Audio Engineering Society (AES); SET Conference; Music Biz 2025; Concert Business Basic; Show Makers Symposium; Rock ’n Roll Fantasy Camp Masterclass; COVID-19 Town Live Entertainment Town Hall; Tour Link Conference; The IMFCON Conference; The Hubb at CAA; The Leadership Music Panel; Rock Lititz Live Career Event Day; Show Makers/NAMM Panel; Live Production Summit; The Launch Music Conference; Touring Career Workshop; The Conference at Rock Lititz; Pollstar Live!; NAMM; Roadies of Color United Conference; GTL Conference



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References

Bob Ward
+44.84.5003.7471

Ina Jacobs, CAA
+1.424.288.2000

Kim Bloem, MOJO Concerts
+31.15.212.1980

Recommendations

BOB WARD - SAFE AS MILK- UK

"[David '5-1' Norman] is a skilled communicator and due to his broad touring experience is able to deal with the day-to-day issues of touring life with the minimum of drama in a measured and capable manner."

ROB OLDS - DIRECTOR OF GLOBAL TOURING I ROUNDROOM

“[David] is a person who works and lives a life of positivity 1 'can' as opposed to 'can't', and a generous understanding of people .... his attention to detail is tenacious and is always paired with thorough communication to those that work around him. As a leader David is beyond competent but more that he brings a calming effect to any situation, no matter the circumstances."

AARON WALTON - WALTON ISAACSON

“David joined our team late replacing a tour manager, which makes what he did all the more impressive. He streamlined the process, and drove more efficiency into the production, which allowed the entire organization to operate more effectively. David has a unique ability to gain the confidence of both the artists whom often "live" in a creative environment coupled with the tremendous respect he has from the production team who help bring the creative vision to life. He achieves all of this while also maintaining the fiscal responsibility required for someone holding that position. He is a consensus-builder and is not afraid to make the hard decisions that one faces while producing live events. Perhaps one of the best qualities that I respect most in David, is his integrity and selflessness. Once David was part of our team, I had the utmost confidence in his unwavering commitment to the team goals, and his demonstrated leadership in surpassing our expectations.”