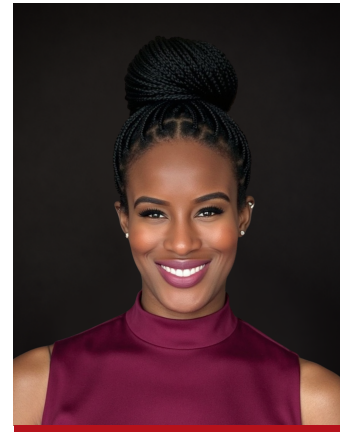


ILCG AFFILIATE CONSULTANT

Krystle Norman

Global Communications and Athlete Social Impact

Connecting leadership priorities, compelling narratives, and cross-cultural engagement.



Krystle is a global communications and policy advisor and former U.S. diplomat with 15 years of experience spanning four continents. Her work brings together executive advising, strategic communications, leadership learning, and partnerships. Through ILCG, she helps leaders communicate complex priorities, engage stakeholders, and develop purpose-driven collaborations. She brings a cross-cultural perspective and particular interests in the intersection of sport, media, culture, and social impact.

AREAS OF EXPERTISE

- Strategic communications & public affairs
- Executive messaging & preparation
- Leadership learning & facilitation
- Impact storytelling
- Global & cross-sector partnerships
- Athlete social impact

EDUCATION & CREDENTIALS

Master of Public Policy
University of Maryland, College Park
Certificate in Public Diplomacy,
University of Southern California
Languages: English, Spanish,
Portuguese

SELECTED PRIOR EXPERIENCE

Curriculum design & facilitation

Designed public affairs and leadership curricula and facilitated training for 600+ international staff in impact storytelling, project management, and creative production.

Executive communications & thought leadership

Advised senior leaders at the U.S. Department of State on executive messaging, thought leadership, and visibility, translating strategic priorities into speeches, talking points, internal communications, and community engagements.

Strategic partnerships

Developed, launched, and elevated cross-sector partnerships - including with the Smithsonian Institution, Recording Academy, and U.S. Olympic Committee - to advance strategic goals and expand visibility and reach.

HOW WE CAN SUPPORT YOUR WORK

- Executive messaging aligned with organizational priorities.
- Leadership workshops in storytelling and cross-cultural communication.
- Partnership strategies across sport, culture, education, and policy.

Discuss a project with ILCG

Connect with our team to explore scope and fit.

info@ilcgconsulting.com