

## **Kenny Norton ('10) named to Marketing Magazine's Top 30 Under 30**

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Kenny Norton helped double theScore's coveted mobile user base and put an end to a media debate inside the company. Interesting, given digital marketing wasn't the Nova Scotian's original plan.

Norton, 29, picked his university program on the advice of his guidance counselor. "I said I liked computers and I'm pretty good with technology, and they said you should do computer science. That was the only thing recommended."

However, it was the business course he took after enrolling in computer science at Acadia University that showed him his path. "I found out through networking I could take this business thing and end up where I wanted—working with technology," he says. So he switched to the business program and fell in love with marketing.

**Read the complete article in [Marketing Magazine](#).**

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