Dr. Orton works with public health organizations to develop leaders and create organizational change. He is the lead author of *Business Planning in Public Health: A Practical Guide*, published in 2008. Through the Management Academy for Public Health, he has helped more than 250 teams across the country develop business plans. He has developed and taught in a variety of formats (including webinars and self-paced online modules) on business planning, communication, and other leadership and management topics for schools including UNC’s Kenan-Flagler Business School, North Carolina State University, and the University of Washington’s Northwest Center for Public Health Practice, and at the North Carolina Institute for Public Health.