



IAN CROSS BIOGRAPHY

Ian is co-founder and CEO of I-SITE, Inc., a leading provider of results-driven Interactive solutions for consumer product and pharmaceutical companies. Founded in 1996, I-SITE has received many national awards for its innovative eMarketing solutions and has been recognized on the “Philadelphia 100”, a list of the fastest-growing, private companies in the Greater Philadelphia region.

As an entrepreneur and major advocate of the Greater Philadelphia region, Ian has been involved in a number of civic initiatives focused on growing the regional creative economy. He co-founded the Philadelphia Area New Media Association (PANMA), served on the Advisory Board of Mayor Rendell’s E-Commerce Commission and in 2002 joined a team of area leaders to develop a creative economy plan. Most recently, with fellow entrepreneur Matthew Fisher, he founded, CityCreatives an online network for connecting the region’s arts and business communities.

Ian is an authority on Internet Marketing and has been a featured speaker at a number of industry conferences. His industry opinions and insights have been featured in Pharmaceutical Executive, Brandweek, The Washington Times, PharmaVoice, Communiqué, MedAdNews and MM&M. Ian is also a regular guest on Philadelphia’s WWDB Talk Radio discussing issues of business, multiculturalism and regional affairs.

Following 9/11, Ian and his wife, Josette Bonafino, founded MYX: Multicultural Youth eXchange [www.myxworld.org], a non-profit that facilitates cross-cultural communication among youth through technology and the arts. That same year he was named one of the Philadelphia area's "40 Under 40" by the Philadelphia Business Journal in its annual listing of people who shape the direction of the community in which they live and work.

Born and raised in England, Ian holds a B.Sc. in Ergonomics from Loughborough University of Technology. He sits on a number of boards including the Board of Directors of the British American Business Council, The Welcoming Center for New Pennsylvanians, and CAOZ, an Icelandic new media company with a focus on broadband content and communications. In his spare time Ian enjoys attending conferences like TED and hiking in and around volcanoes.

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