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Ian Cross Biography



Ian Cross is the founder and CEO of I-SITE, an award-winning interactive design and eMarketing firm headquartered in Philadelphia. He has led the company from a start-up to a nationally recognized firm with clients such as Deloitte, National Dairy Council and Johnson & Johnson.

With a background in ergonomics, marketing and entrepreneurship, Ian is highly active in the Philadelphia region's economic development community. He co-founded PANMA, the Philadelphia New Media Association, and has served on the boards of a number of regional organizations focused on the creative economy. He currently chairs the Creative Economy Committee of Philadelphia Mayor Nutter's Cultural Advisory Council. An authority on online marketing, Web 2.0 services and the role of technology in arts and culture, Ian has presented at national and international economic development and marketing conferences.

Born and raised in England, Ian was educated at Wellington College and Loughborough University. He serves on the boards of the Greater Philadelphia British American Business Council as Vice President of Communications, The Welcoming Center for New Pennsylvanians, CAOZ, an Icelandic animation company and the Multicultural Youth exchange, an arts-education nonprofit he co-founded in 2002 with his wife Josette Bonafino. Ian resides in Old City, Philadelphia.