



C R O S S  
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## Jodi Cross



Jodi Cross is a high caliber, experienced marketing executive and branding project executor. Cross Network Marketing (CNMI)-Specializes in providing marketing solutions for companies and individuals that are re-positioning, transitioning, re-launching or opening. Whether you are looking for a Go-to-Market strategist, conversion specialist, rebranding engineer or marketing plan executor, CNMI provides creative and strategic solutions on deadline every time.

### Experience

Jodi Cross has more than 22 years of experience in marketing and brand development. As president of Cross Network Marketing, she has conducted strategic planning sessions and public speaking engagements on marketing, brand development, sales and revenue implementation in the US and Internationally. Her consulting clients include; The Biltmore, The Colony Resort, The Palm Steak House, Jonathon's Landing Golf Club, Key Transportation, Neurometrics, 27 North, The Sudden Money Institute and more.

Cross held the position of corporate director of marketing for nearly 11 years for Sonesta Hotels, Resorts & Cruises overseeing brand marketing, public relations and advertising for properties in the United States, Colombia, Chile, Ecuador, Egypt, Peru and St. Maarten. While at Sonesta, Cross launched a brand wide *Food Is Art* movement that elevated the culinary visibility of the collection and garnered national recognition.

Cross launched and cultivated the South Florida Chapter of The Commonwealth Institute, where she served for 10 years as the Executive Director of this non-

profit organization helping women entrepreneurs; CEOs and corporate executives build successful businesses through peer mentoring and networking programs.

Prior to her position with Sonesta International Hotels, Cross was the director of marketing for Trump International Sonesta Beach Resort, where she oversaw the grand opening of the luxury, 390-room resort with 22,000 sq. ft. of meeting space. Prior to that, Cross was the director of marketing at Doral Golf Resort and Spa, where she re-created the Doral brand by integrating a \$75 million renovation into a \$2 million advertising campaign and launched The Great White Golf Course, a Greg Norman Signature Course that is the only one of its kind in the Southeastern United States.

Previously, she served as the vice president of The Neighborhood Marketing Institute, a marketing consulting firm that specializes in food services and hospitality industries. She also served as the director of marketing for PGA National Resort & Spa, a 333-room deluxe golf and spa resort.

### **Education - Articles – Awards**

Cross holds a bachelor's degree in Hotel Hospitality Management from St. Thomas University and a master's degree in Business Administration from Nova Southeastern University. She is an adjunct professor at Palm Beach State College. She is the author of a monthly lifestyle column entitled "Crosstalk". Cross has authored several articles on building connections and financing your business in national magazines such as *Her Life* and for newspapers such as *Forbes Woman*, *The Palm Beach Post*, *Biz Brief* and *Enterprising Women*. Cross is the 2012 Quiet Storm award winner and 2011 AXA Business Women of the year nominee.