



Phil Cross: Candidate for ICCA BoD - Europe Representative

I am Phil Cross, CSO @bnetwork, a business events professional with more than 25 years of experience across travel, and the international meetings industry.

I was born and raised in the UK, but the overwhelming majority of my career has been built in Europe. I have lived in Spain for more than two decades, made Barcelona my home, and worked with clients, partners, venues, destinations and hotel communities across many European markets. That mix has shaped both how I work and why I am standing to represent Europe on the ICCA Board.

Europe is not one market. It is a collection of cultures, business practices, priorities and perspectives. Those that know me, know I am definitely not a gifted linguist, but I have learned that successful international business is less about speaking every language perfectly and more about listening carefully, understanding context, adapting quickly and building trust.

Throughout my career I have bridged many areas: from hotels, venues, DMCs, DMOs/CVBs and supported major international events. Today, at bnetwork, I focus on commercial strategy, business development and tailor-made solutions for complex, large-scale events across Europe and beyond.

I am driven, curious and willing to question the status quo. I believe progress sometimes requires asking the uncomfortable question — diplomatically, constructively and with a solution in mind. I enjoy connecting different viewpoints, challenging assumptions and turning ideas into practical action.

That is also how I see representation.

It should be a two-way relationship: listening to members, understanding the realities of different markets, bringing those perspectives to the table, and communicating clearly back to the community.

I am standing because I want to contribute an independent, pragmatic and constructive European voice — one that listens, understands, acts and delivers.

For me, strong representation means turning Europe's diversity of perspectives into better decisions, stronger connections and meaningful progress for our members.

— Phil Cross

Chief Sales Officer, bnetwork