



Phil Cross, CSO (the Sales & Marketing guy) at bnetwork.

Born and raised in Devizes, a small town in the UK's West Country, Phil is a true global citizen. He is a dedicated and passionate supporter of the international conference and event industry.

After living and working across Spain, Phil made Barcelona his home.

With over 25 years in the Travel industry, including 20 in events, Phil has seen it all.

He is a results-driven professional who's worked with hotels, DMCs, event agencies, venues, and collaborated extensively with DMO's.

In 2019, he joined bnetwork, the leading SaaS hotel booking agency for large events in Europe, as their CSO.

Phil is not afraid to shake things up. He asks tough questions, influences strategy, and finds creative solutions to drive business forward. Thanks to his efforts, bnetwork has delivered city-wide housing plans for events across Europe and opened new offices in London, Vienna, and Singapore.

Part of his role has been to drive innovation in strategic sales and marketing communications. His collaborative efforts have advanced the company's position in the European market. Drawing on his extensive experience, his negotiation skills and an in-depth knowledge of the market, and an almost unique collaborative approach he is always steering the team towards operational excellence and this has contributed to consolidate the company's position as leader in the events sector.

Phil is a pro at navigating complex negotiations, building strong partnerships and client relationships. He is passionate about giving back to the industry and motivated to represent the meeting management community as an ICCA board member, using his strategic thinking and leadership skills to support meeting management sector and ultimately ICCA's goals.