

Glenna Cross, ABC, MC

Master Communicator 2005



Glenna is President of Cross Wise Communications Ltd, a communications and management consulting company focused on building capacity for professional communicators. Cross Wise specialties are customized training in communications knowledge or skills, recruitment of communicators, organizational design and structure of communications departments, meeting facilitation, definition of appropriate services offers, and, communication audits.

After completing a Bachelor of Commerce degree in Marketing in 1979, Glenna soon found her way into a career in communications with a small advertising agency. She went on to become the first graduate of the University of Calgary's Master of Communication Studies program in 1984. Glenna added an ABC (Accredited Business Communicator) designation to her credentials in 1990.

Before launching her consulting practice in 1999, Glenna served in leadership roles in agencies, the public sector and the private sector. There she gained experience in people leadership, strategic communications planning, business management, stakeholder consultation, advertising and fund development.

Glenna joined IABC as a grad student in 1983 and soon found her way onto chapter committees, the board and then leadership roles. IABC has always been core to her career development, business development and circle of friends.