



Greg Crosby
Chief Marketing Officer
TruMarx Data Partners, Inc.

Greg Crosby has more than 25 years of experience developing, launching and managing effective marketing and product strategies for companies across the U.S. within multiple industry sectors. Greg had a highly successful executive career in the technology industry leading marketing teams for nationally recognized firms such as Sprint, TCI Cable, US WEST/Qwest, and McLeodUSA/Windstream. He served as the senior marketing executive at the corporate or divisional level for these firms, functioning as part of the senior management team driving overall business and financial growth strategies.

Greg defines his corporate career as being an “Entrepreneur-in-Residence”—driving new ideas, business concepts, products and marketing strategies for the firms he worked for. During his tenure he pioneered, developed and launched over 100 new products that created sizable new revenue streams for those firms and served as a national thought leader—speaking often on new business models and strategies for companies operating in the technology industry.

Greg is also the Founder of a national marketing consulting firm called the NextGen Marketing Group where he built a team of highly credentialed marketing executives that have worked as contracted resources for clients across various industries. Some signature clients have included Georgia Pacific, Otsuka Pharmaceutical, US Cellular, DISH Network, and Trivita. In addition to his work in the technology industry, Greg has served as a contracted executive through NextGen Marketing Group for a wide variety of clients and companies in the financial services, CPG, professional services, and pharmaceutical industries—developing and implementing effective marketing strategies and programs.

Greg is responsible for driving the overall strategic marketing programs for TruMarx Data Partners and the COMET transaction platform and works as part of the senior management team. Greg holds a Bachelors of Business Degree from the University of Toledo and a Masters Degree in Business Administration from Rockhurst University. He is married to his wife Jan and has one son Josh who is a college baseball player at Minnesota State University.

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