

CROSS & WILD NAMED TO INC. 5000 2021 LIST OF FASTEST-GROWING COMPANIES

TUCSON, AZ – August 17, 2021 – Cross & Wild, an independent full-service advertising agency and strategic consultancy, announced that *Inc. Magazine* has recognized the agency on its annual list of the 5,000 fastest-growing companies in America. From 2017 through 2020 the agency experienced a 170% growth in revenue. The agency was ranked number 2,467 on the annual Inc. 5000 list.

“It is an incredible honor to be recognized by Inc. 5000 as one of the fastest-growing private companies. It reflects the dedicated team who helped build the agency and incredible clients who are having fun working with a healthcare agency unlike any in the market today,” said Mike Myers, Cross & Wild Managing Director and founder. “In 2020, 18% of our growth was earned from existing clients and 21% from new clients.”

This is the first time that Cross & Wild has been named to the list. Founded in 2014, Cross & Wild addresses two inherent flaws found in traditional agencies: scope creep, and bait and switch. Designed to be agile, Cross & Wild is led by industry veterans and fueled by a global network of healthcare talent ([CrowdPharm](#)). This client-focused team builds customized commercial strategies that accelerate brand success, including for underperforming brands. The agency was purposely built to help healthcare marketers do more with less.

“Clients are rethinking how they approach their marketing partnerships and truly value the benefits of working with flexible teams that maximize efficiency, shorten timelines, and deliver global perspectives and high-quality work,” said Myers.

“The 2021 Inc. 5000 list feels like one of the most important rosters of companies ever compiled,” said Scott Omelianuk, editor-in-chief of Inc. “Building one of the fastest-growing companies in America in any year is a remarkable achievement. Building one in the crisis we’ve lived through is just plain amazing. This kind of accomplishment comes with hard work, smart pivots, great leadership, and the help of a whole lot of people.” Complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found at www.inc.com/inc5000.

About Inc. Media

The world’s most trusted business media brand, Inc. offers entrepreneurs the knowledge, tools, connections, and community to build great companies. Its award-winning multiplatform content reaches more than 50 million people each month across a variety of channels including websites, newsletters, social media, podcasts, and print. Its prestigious Inc. 5000 list, produced every year since 1982, analyzes company data to recognize the fastest-growing privately held businesses in the United States. The global recognition that comes with inclusion in the 5000 gives the founders of the best businesses an opportunity to engage with an exclusive community of their peers, and the credibility that helps them drive sales and recruit talent. The associated Inc. 5000 Conference is part of a highly acclaimed portfolio of bespoke events produced by Inc. Visit www.inc.com.

About Cross & Wild

Cross & Wild is an independent advertising and strategic consultancy agency that delivers a new agency model to healthcare marketers today. This agency is focused on client engagement and is built to deliver a customized approach that scales to clients’ needs. Led by industry experts and powered by the global talent engine of CrowdPharm, the agency works with pharmaceutical and biotechnology companies to unleash their brands’ potential. Learn more at crossandwild.com.



PRESS RELEASE

For more information contact:

Lori Goodale

Director of Marketing and Corporate Communications

518.366.7230

lori@crossandwild.com