

Chairman

A. Bruce Crawley

President & Owner, Millennium 3 Management



A. Bruce Crawley is president and principal owner of Millennium 3 Management, Inc. (M3M), a full-service marketing and communications firm, and a consultant to corporate and institutional clients.

Prior to establishing M3M in 2006, Crawley served as president of Crawley, Haskins, Sloan PR & Advertising, which he founded in 1989. Prior to that, Crawley was employed at First Pennsylvania Bank, where he was senior vice president and director of public and investor relations. He also served for three years as the Bank's vice president and advertising director. An accredited member of the Public Relations Society of America (PRSA), Crawley is also a past president of the National Association of Urban Bankers (Urban Financial Services Coalition).

Active for years in the Philadelphia hospitality industry, Crawley is a member of the board of directors of the Philadelphia Convention and Visitors Bureau (PHLCVB), and served for five years as chairman of that organization's board. He was also a co-founder of the Convention Bureau's Multicultural Affairs Congress and a founding member of the board of the Greater Philadelphia Tourism Marketing Corporation (Visit Philadelphia). In 1993, Crawley founded Philadelphia's African American Chamber of Commerce and served as that organization's chairman for 13 years.

Politically active, Crawley has served as a campaign manager and a communications consultant for numerous state and local elected officials, and served as primary communications consultant to John F. Street, beginning immediately prior to his election as Philadelphia City Council president, through his two mayoral elections, and through his first term as mayor.

He currently serves on the board of Independence Health Group, the parent corporation of Independence Blue Cross, where he is a member of the Executive Committee and the chairman of the board-level Committee on Diversity and Inclusion.

Crawley also serves as chairman of ABCF, a foundation which manages the Collaboration for IT and Communications Excellence, in Ghana. In addition, he serves as board chair of Richard Allen New Generation (RANG), a registered community organization in the North Philadelphia neighborhood where he was born and raised. The organization recruits and trains young people of color for careers in the skilled construction trades.

He is a former board member and chair of the Brand Management Committee of the Children's Literacy Initiative. In addition, he is a former member of the board of The Claridge Casino Hotel. *(continued)*



Crawley is also a former trustee of his alma mater, St. Joseph's Preparatory School, and served for nine years as a member of the board of trustees at St. Joseph's University, in which capacity he served as a member of the board's Executive Committee and chair of its Enrollment and Marketing Committee. He currently serves as a member of the board of visitors of the Haub School of Business, at St. Joseph's.

Active in community and civic affairs, Crawley is a former chair of the Urban League of Philadelphia, a former member of the board of trustees of the National Urban League, a former chair of Philadelphia's UNCF Telethon, and a life member of Kappa Alpha Psi Fraternity.

Crawley holds a B.S. degree in marketing management from St. Joseph's University and a master's degree in journalism from Temple University, where he was named to the School of Communications and Theater's Hall of Fame, in 2004. In 2014, he was inducted into St. Joseph's University's Haub Business School Hall of Fame.

Crawley is also a fourth degree black belt in the International Shotokan Karate Federation, and has twice been a member of the U.S. karate team which participated in the World Shoto Cup championships, in Tokyo, Japan.

He lives in Philadelphia with his wife, Patricia. His son, Christopher and daughter-in-law, Aneesa, who reside in San Jose, California, are employed as managers at Google and Apple, respectively. ■