



5320 Spectrum Drive, Suite D  
Frederick, Maryland 21703  
301.696.0400 • Fax 301.631.1359

FOR IMMEDIATE RELEASE  
November 2018

Contact: Frank Hackett  
Chief Executive Officer  
(301) 696-0400

## **Tom Cross Inducted Into NAAA Hall of Fame**

National Auto Auction Association honors Hearst executive and Black Book president



**Tom Cross**

SCOTTSDALE, AZ.— Tom Cross has become the newest member of the National Auto Auction Association Hall of Fame. The Hearst Corporation executive vice president, who oversees the media conglomerate's transportation portfolio, was inducted at NAAA's 70th annual convention in Scottsdale, Arizona, this month.

The honor recognizes a 33-year career dedicated to the automotive profession, to which Cross has always given his time, energy and other resources to improve the industry as an innovator in transportation media that includes the past decade as president of Black Book.

Past NAAA President Mike Browning made the presentation during the presidential gala at the convention.

Membership in the Hall of Fame, established in 1968, recognizes individuals whose long-term service to the auto auction industry and NAAA has contributed improvements to remarketing as a whole, has worked with the trade organization to benefit its members and has consistently followed the high standards of the association's Code of Ethics. NAAA represents more than 340 auction members and 100 associate members in North America.

NAAA previously honored Cross by naming him a Warren Young Fellow in 2013. That same year he was inducted into the National Independent Automobile Dealers Association's Ring of Honor for his many contributions to the industry and his professional accomplishments.

Cross, as executive vice president and deputy group head, Transportation, is responsible for Hearst's business media group that delivers more than 8 billion vehicle valuations annually used by dealers and financial institutions throughout the U.S. and Canada for their transactions. The transportation portfolio includes Black Book, Canadian Black Book and MOTOR Information Systems, an automotive data supplier.

He also serves on the board of directors of CAMP Systems International, a Hearst company that is the leading independent provider of aviation management products and services.

Prior to promotion to his current position in 2016, Cross held various leadership roles across Hearst's transportation businesses for almost two decades. In 2000, he accepted an executive post with MOTOR, where his duties involved the management of data licensing and operations. Just three years later, Cross was named senior vice president and general manager of Black Book, Hearst's publisher of vehicle appraisal guides. By 2007 he had become president of the Black Book group, a title he still retains.

Cross has been instrumental in leading the successful transformation of Black Book from printed publications to electronic media. Under his direction, Black Book has pioneered such advancements as daily valuation updates, mobile and web data solutions, as well as a host of services that help auto lenders, remarketers, dealers and specialty market customers. His vision for numerous innovative products focusing on data licensing, subscription services, software as a service, and data as a service offering has earned the company an industry-wide reputation for timely, accurate and independent vehicle pricing information across several markets.

A graduate of Wittenberg University, Cross earned an MBA from the University of Chicago's Booth School of Business. He began his career in the automotive profession with Ford Motor Company, where he spent 15 years in various management positions gaining hands-on dealer field experience in both domestic and international markets, sales, and customer service.

Today Cross lives near Atlanta with his wife and two daughters.

###