

Zach Cross is the President of Revenue Analytics. In this role, Zach is accountable for setting the direction to achieve the company's revenue growth vision. Additionally, Zach is accountable for developing and implementing marketing and business development strategies, delivering profitable, sustainable and efficient engagements for all of Revenue Analytics clients and achieving the company's annual revenue goals.

Zach has held many positions within Revenue Analytics over the years and his leadership has helped to grow Revenue Analytics into the world's leading consulting firm in the area of organic revenue growth for Fortune 500 companies. Zach has a breadth and depth of experience across a multitude of industries including automotive, cruise lines, distribution, travel and hospitality, manufacturing, media and retail.

Prior to co-founding Revenue Analytics, Zach was employed at Revenue Technologies, a leading provider of pricing and Revenue Management software solutions. At Revenue Technologies, he provided high tech manufacturers with business process re-engineering consulting services as well as software implementation and configuration best practices