



A. Bruce Crawley, A.P.R.
President
Millennium 3 Management, Inc.

A. Bruce Crawley is president and principal owner of Millennium 3 Management, Inc. (M3M). 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 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 executive committee of the Philadelphia Convention and Visitors Bureau (PCVB), and served for five years as chairman of the organization's board. He was also a co-founder of the Convention Bureau's Multicultural Affairs Congress and a founding member 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.

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 Minority Employment and Contracting. He's also a member of the board of trustees at St.

Joseph's University, where he serves as chairman of the Trustee Enrollment and Marketing Committee.

Crawley also serves as chairman of the African Bicycle Contribution Foundation, as a board member and chair of the Brand Management Committee of the Children's Literacy Initiative, and as a member of the city of Philadelphia's Office of Economic Opportunity Advisory Committee. He is a former member of the board of The Claridge Casino Hotel, and a former trustee of his alma mater, St. Joseph's Preparatory School. He is also a former member of Philadelphia 2016, the non-profit organization that managed the city of Philadelphia's bid to host the Summer Olympics, a former chair of the Urban League of Philadelphia, a former member of the board of trustees of the National Urban League and a former chair of Philadelphia's UNCF Telethon.

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.

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