



Cross Country Marketing Team Wins Global OnCon Icon Award; Named No. 1 in the Nation

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BOCA RATON, Fla.--(BUSINESS WIRE)--Oct. 22, 2025-- **Cross Country Healthcare (NASDAQ: CCRN)** announced today that its marketing team has been named the No. 1 Marketing Team in the Nation by the 2025 OnCon Icon Awards, recognizing the best-in-class team's creativity, innovation, measurable impact and leadership across both the healthcare and education industries and the broader marketing field.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20251022028632/en/>



Cross Country Healthcare (NASDAQ: CCRN) announced today that its marketing team has been named the No. 1 Marketing Team in the Nation by the 2025 OnCon Icon Awards.

The peer and community voted OnCon Icon Awards honor the most impactful marketing organizations in the United States. Cross Country's team earned the top distinction for its forward-thinking strategy and data-driven creativity. It's

relentless focus on fueling demand generation with the ability to transform complex ideas into brand stories that deliver measurable business growth.

Cross Country's marketing organization has been a driving force in the company's evolution, blending data, design and storytelling to strengthen how the brand connects with clients, clinicians, educators and communities nationwide.

"This team has redefined what marketing excellence looks like," said Gerald Purgay, chief marketing officer at Cross Country. "We've built a modern marketing engine that is performance-focused, insight-led and unapologetically innovative. Every campaign starts with a single goal: to move the business forward faster, smarter and with greater impact."

This recognition places Cross Country among the nation's most innovative brands and underscores the company's commitment to continuous improvement. The marketing team continues to push boundaries by leveraging emerging digital and AI technologies, platforms and storytelling tools to stay ahead of industry change.

"Earning this recognition isn't the finish line; it's fuel," Purgay added. "Cross Country has one of the most talented and forward-thinking marketing teams in the industry. We've set the bar high, challenge convention and deliver results that drive growth. We're fortunate to have a leadership team that creates a culture that empowers marketing to make a real difference. I couldn't be prouder of what we've built or more confident in where we'll go next."

About Cross Country Healthcare

Cross Country Healthcare, Inc., is a market-leading, tech-enabled workforce solutions and advisory firm with 39 years of industry experience and insight. We help clients tackle complex labor-related challenges and achieve high-quality outcomes while reducing complexity and improving visibility through data-driven insights.

About the OnCon Icon Awards

The OnCon Icon Awards, hosted annually by OnConferences, celebrate top-performing teams and professionals across marketing, human resources, technology and other disciplines. Winners are chosen through a peer and community voting process, recognizing organizations that lead through innovation, creativity and measurable impact.

About the OnConferences

OnConferences is a leading organization that connects top professionals across various industries, promoting collaboration, innovation, and thought leadership. Through conferences, awards, and networking opportunities, OnConferences provides a platform for executives and organizations to exchange insights, fostering growth and development within their respective fields.

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