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FORMER QVC EXEC AND SPARK FOUNDER JOIN CULTUROLOGY

Consulting firm adds top talent to shape high-performance culture as a competitive advantage for clients

CHESTER SPRINGS, PA: Culturology, a high-impact consulting firm specializing in culture shaping, leadership development, and workplace engagement, announces the additions of Scott Crossin as Chief Growth Officer, and Amber Aureden as Director of Business Development.

Crossin served as vice president and spokesperson over a 20-year career at QVC, leading the company's transformation from a television-shopping channel to the world's leading video and e-commerce retailer:

- Led QVC's global development in Germany where he successfully implemented corporate culture, brand, and core business strategies for a \$1 billion market.
- Served as Dean of Leadership for QVC University, designing and facilitating leadership and culture development programs for over 10,000 global associates.
- Previously served as Executive Director of Back on My Feet, a "CNN Heroes" award-winning non-profit organization that helps people experiencing homelessness to move their lives forward.

Aureden holds diverse experience in economic development, sales, client services, business development, and training:

- Owner of SPARK Business Planning & Strategy, she is passionate about the growth of purposeful entrepreneurship and supporting conscious businesses that create a positive impact in the world.
- Led corporate recruitment for Energage's (formerly Workplace Dynamics) "Top Workplace" programs and employee engagement surveys.
- Served in high-impact roles for Frontline Education and the Greater Philadelphia Chamber of Commerce.

Crossin will lead strategy for Culturology's marketing, revenue, and client development; Aureden will manage operations and business development initiatives. Both will facilitate Culturology programs.

"It is a thrill to add Scott and Amber to our team of Culturologists", said Steve VanValin, Founder & CEO of Culturology. "Each adds a dynamic perspective and capacity that will have a profound impact on our ability to grow our client's businesses."

About [Culturology](#): Culturology shapes healthy, high-performance culture as a competitive advantage. Our approach includes consulting on high-level culture strategy, and implementing ground-level tactics that drive lasting change. Culturology is based in Chester Springs, PA. For more information visit [CulturologyUSA.com](#).