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CEO of Stamford based MediaCrossing, Inc. Joins the Board of Directors of the Cultural Alliance of Fairfield County

Norwalk, CT – Bringing his passion for the arts, along with professional expertise in digital marketing strategies, Michael Kalman, of Westport, and CEO of MediaCrossing, based in Stamford has joined the Board of Directors of the Cultural Alliance of Fairfield County (CAFC), the region's premier arts & cultural organization.

CAFC is delighted to bring on an individual with, not only a committed interest in the arts, but one who fully embraces one of the organization's core missions: to market and promote the arts & culture sector of Fairfield County. Michael's role as the Chief Executive Officer of MediaCrossing Inc. (a leading programmatic digital advertising agency) provides him with the perspective necessary to help steer CAFC's efforts in continuing to develop digitally savvy marketing support and programs for its membership. Currently, CAFC's membership consists of over 200 arts & cultural organizations and 135 individual artists, all producing and creating in Fairfield County.

As a CEO and business leader, Michael brings a record of success and expertise in achieving complex business objectives, building organizational culture, and orchestrating dramatic turnarounds for struggling business units, and assembling highly effective executive teams. Prior to MediaCrossing, Michael served as vice president, business development for ICON International (An Omnicom Group Company). Between 1990 and 2000, a pivotal period within the advertising industry, Michael held several leadership positions with firms including Jordan McGrath Case & Taylor; Advantage Marketing/Newman's Own; AC&R, Biederman, Kelly and Shafer Advertising; and fsedge.com, for which he was a founder. Michael and his family are passionate about the arts and he currently serves on the board of the Westport Arts Center in Westport, where he lives with his wife and two daughters.

The Cultural Alliance of Fairfield County's crucial regional support and promotional work creates powerful connections among our communities of diverse audiences, artists and organizations, big and small. Its event website, FCBuzz.org, has become a key resource for members and audiences alike. From a commitment to umbrella marketing for hundreds of its members, to creating networks for leadership/organizational development, to advocacy at the state and local level, the Cultural Alliance strengthens the delivery of the region's vibrant arts and cultural resources and events, helping to build audiences, making a continued impact on creative economic vitality, and celebrating the diversity of our regional offerings. For more information, visit www.culturalalliancefc.org or call 203-256-2329.

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