

# Andy Ross

General Manager  
Global Services Division, FLVS

A graduate of University of Colorado, Andy has spent his career problem solving for customers. Luckily, that is exactly what he loves to do. Andy spent the first 20+ years of his career with IBM, where he eventually specialized in working with educational institutions to find just the right tech solutions for schools. After leaving IBM, Andy continued to hold leadership positions with several national technology firms until he eventually brought his wealth of experience directly into education. His first jump into the world of learning led him to the Fulton Education Foundation in Atlanta, where, as Executive Director, he saw significant increases both in donations and volunteer hours. That foray eventually led to his connection with Florida Virtual School, where Andy now enjoys bringing online learning solutions to schools and districts around the nation. **“I love going out there and trying to find new ways that we can take our content and make it work for kids.”**

As the self-described **“motivation guy,”** Andy says optimism is what he brings to his team. **“When people are down in the dumps, I think I can get them moving again.”** He also believes that Florida Virtual School has a great opportunity to help school leaders who are ready to try new things, but they aren't sure how to begin. **“We can show them how,”** he says, adding, **“It's why I come to work.”**



## Fun “Andy” facts

**A perfect day off?** I love the days when I get to play grandpa. If there's not a grandchild involved, my perfect day is walking along a beach with my wife.

**Most engaging aspect of Florida Virtual School to you?** Never resting on past success. Always wanting to know what's around the bend, and how we get there...and then actually creating the bends in the road.

**Last book you read?** *The Princes of Ireland* by Edward Rutherford. It's historical fiction about the early years of Ireland. He wrote one on London and New York. My favorite books are the Lord of the Rings series.

**First job?** Lifeguard. I got to work with kids every day. I loved the water, loved being outside. Summer job—lifeguarding! Perfect job. My first job out of college was IBM. I was the gopher guy, cleaned out storerooms, put badges together, etc. I quickly got the opportunity to start teaching classes for them in their systems, and I started falling in love with technology.

**Pick one: Gregory Peck, Brad Pitt, James Franco, Tommy Lee Jones, or Rock Hudson:** Gregory Peck, because my image of him is as a classic artist. Classic artist. Total respect. You see his name and you think quality. And I don't think there's a Gregory Peck movie I haven't liked.

**Worst subject in school growing up?** Reading. I was always a struggling reader growing up. It required special attention to help me.

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## Resumé

### Education:

University of Colorado, BS Marketing,  
BS Organizational Behavioral

### Leadership Experience:

Chief Sales and Marketing Officer, Florida Virtual  
School, Orlando, FL

Executive Director, Fulton Education Foundation,  
Coordinator for Partners and Volunteers, Supervisor  
of Teaching Museums, Fulton County School System,  
Atlanta, GA

Director – Southeastern Region, Essex Technology  
Group Inc, Rochelle Park, NJ Sales Manager – Eastern  
Region, Levi, Ray and Shoup Inc, Atlanta, GA

National Sales Director of Mid-Range Systems  
and Education Industry, National Director of Sales  
and Alliances, Mainline Information Systems  
Tallahassee, FL

Manager of Market Support for Education Industry  
Headquarters, Channels Executive and Area  
Executive for Education Industry, IBM Atlanta, GA

Business Unit Executive for Georgia K-12 Industry,  
Resource Manager for Education Industry  
Headquarters

