



## **Andy Ross** **Chief Sales and Marketing Officer**

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When you know about a product or service that is head and shoulders above its competitors, you want to tell everyone. You believe everyone should have an opportunity to experience the best for themselves. It is like that with the curriculum and services provided by Florida Virtual School. It is also like that with Andy Ross who wants to tell the whole world about FLVS.

As the Chief Sales and Marketing Officer, Mr. Ross is responsible for broadening the presence of his school in the national and international educational marketplace. As the leader of the Global Services team, Mr. Ross plans and executes strategies that identify potential clientele and their needs, as well as mutually beneficial business partnerships. His goal is to take full advantage of the FLVS reputation for excellent curriculum and superior customer service.

Mr. Ross brings to his present position extensive experience in management, marketing and customer service. During his twenty-nine years at IBM and IBM Business Partners, he provided total hardware, software, and services solutions to educational clients throughout a multi-state area. Immediately prior to accepting his current position with FLVS, Mr. Ross served as the Executive Director for the Fulton Education Foundation for Fulton County Schools in Atlanta, Georgia. In that capacity, he was responsible for fundraising, partnerships, volunteerism, school councils, and the oversight of two school district teaching museums.

Mr. Ross' decision to join the FLVS team was motivated by his commitment to education and to the use of technology to support instruction. He believes that the world of virtual learning offers increasingly greater possibilities for enhancing and broadening the education of young people. He also believes that FLVS is uniquely positioned to be the preeminent leader in the effort to provide high-quality educational opportunities to students regardless of where they may live.

Mr. Ross earned his Bachelor of Science degree in Marketing and Organizational Behavior from the Business School at the University of Colorado in Boulder.