

**When did you first see the potential of technology to transform learning?**

Ross first saw the potential of applying technology to learning in 1996 while working at BC Tel Interactive as part of the Sympatico launch team. Prior to this Ross had studied Business and Adult Education and with the advent of the internet it all came together.

**What was your favorite course in university? Why?**

My favorite course was in my last semester of my M.Ed. - Emerging Education Technology, facilitated by Dr. Terry Anderson. This course highlighted the most exciting thing about working in our field – the upcoming, fringe like technologies that are “out there” now but inevitably make their way into the learning space. My final project in that course led to a great mentorship with Terry and my first published paper.

**What is your passion?**

Transformation. I love to see change whether it is individuals or organizations. Both take tremendous courage, persistence and patience and it is incredibly rewarding to see a person or organization transformed. If learning is a catalyst to that change then that is even more satisfying.