

# **Tom Ross**

at **Entercom Communications Corp.**

Black Forest, CO, US

National Creative Director

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## **Biography**

[From TEDx MSUDenver]

Tom Ross is a father, recording artist, film producer, American Mensa member and the Creative Director for Entercom—one of the largest broadcast companies in the United States. As such, he's created identities and integrated campaigns for dozens of stations, label partners and artist from Taylor Swift to Foo Fighters as well as hundreds of television commercials and videos for its broadcast properties. Before joining Entercom over a decade ago his design client anthology included Microsoft, IBM and the rock band Styx. As a Creative Consultant he's given visual voice to organizations like the Gandhi Worldwide Education Institute and Sir Bob Geldof's YouBloom musicians' network. Ross was one of the youngest people appointed to the California Department of Consumer Affairs by that state's governor. On the national level, he was the Private Sector Co-Chair nominee for the Media and Information Technology Policy House Subcommittee where he testified, as a Director of Marketing in the Internet sector, in favor of Anti-Spam legislation citing Permission Marketing techniques as preferable and more effective. This background and his academic award-winning research into Cognitive Styles and Group Dynamics lend scientific support for his talk entitled "Open Source Mode". With personal and professional anecdotes he exposes the inherent flaws in our "Creative Processes" and provides specific and strategically inclusive activities that can make new ideas and solutions emerge faster.

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## **Availability**

Keynote, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Music, Media - Broadcast

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## **Areas of Expertise**

The Creative Process, Team Building: Optimal Group Dynamics, Open Source Mode

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## **Affiliations**

American MENSA, MENSA International, Broadcast Music Incorporated (BMI), Radio & Television Professional Network, Free and Accepted Masons of the State of California [272]

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## **Sample Talks**

**Open Source Mode**

<http://tomross.com/tedtalk.html>

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## **Event Appearances**

### **Congressional Testimony "Anti-Spam Bill"**

Media and Information Technology Policy House Subcommittee

### **Earth Plexus**

Earth Plexus Network TV Launch

### **Open Source Mode**

TEDx MSUDenver

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## **Education**

### **American MENSA**

99 percentile

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## **Accomplishments**

### **Americian MENSA**

Tested in the 99 percentile.

### **California Department of Consumer Affairs Board**

Youngest Governor-Appointed member of the California Department of Consumer Affairs. Designated to oversee relations between the EPA and the Board of Geologist and Geophysicists

### **Research Scholarship | Eastern New Mexico University**

Research Scholarship: Cognitive Style and Group Dynamics

### **Jean Burroughs Artistic Achievement Scholarship**

Jean Burroughs Artistic Achievement Scholarship award for portfolio of fine and commercial art. Eastern New Mexico University

### **Research Scholarship | New Mexico Tech**

New Mexico Tech: Four-Year Scholarship Awarded for Cognitive Style and Group Dynamics

### **Creative Director, Gandhi Worldwide Education Institute**

Asked by Ahrun Gandhi (Grandson of Mahatma Gandhi) to develop works for the Gandhi Worldwide Education Institute.

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## **Testimonials**

**Arun Gandhi**

"Tom Ross is an incredibly talented creative whose works imbue peace and awareness in clients..."  
— Arun Gandhi (Grandson of Mahatma Gandhi)

**Lynnea Bylund**

Tom Ross is an incredible and uncanny cultural creative. The several times that my company Catalyst House has retained his creative skills have always exceeded our expectation. Tom gets our highest recommendation for any job involving creativity, graphics, video, web, and much more!

**Phil Harrington**

When we were setting up YouBloom and its initial web presence, we called on Tom to develop an identity that captured the character of our endeavor to present to potential investors, (including Sir Bob Geldof) and members. He provided us with a full suite of visual style guides, web mockups, print collateral and design theories that both captured our story and excited our launch teams. He gave handed us a presence that, both matched the level of our offering to investors and resonated with our members. Tom is not only a creative force but extremely professional, fast and responsive. I would recommend Tom Ross to any company or organization who needs to find their core identity and marshal it into a world class visual presence.

**Mark Boudreaux**

Tom is one of the most creative, bright, passionate people I have ever worked with. His ability to clearly cut through a problem and develop a tailored project is nothing short of amazing. After Katrina, so many times, we needed compelling video to illustrate how New Orleans was "on her way back." Tome did this with such seemingly effortless precision that is was always amazing. I would recommend Tom for any video project you may have. He even has is own word! "Rossify." verb - to take the feeble ideas of other and turn it into a brilliant, emotional film.

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