

Gary Stephen Ross

Over more than 35 years, Gary Stephen Ross has earned a reputation as one of the most admired writers and editors in Canada. He began contributing to *Toronto Life* while studying English at the University of Toronto, and was soon freelancing for *Maclean's*, *The Globe and Mail*, and *Saturday Night*, as well as editing books by such legendary mentors as CBC host Peter Gzowski and *Saturday Night* editor Robert Fulford.

His own journalism has been honoured with half a dozen National Magazine Awards, and he has edited literally hundreds of award-winning articles by other writers. He's been an editor at *Toronto Life* and *Financial Times*, and was editor-in-chief of *Saturday Night* magazine from 2004 to 2006. From 2006 to 2012 he was editorial director of Transcontinental Media West and editor-in-chief of *Vancouver* magazine. He also helped conceive and launch *Modern Farmer* magazine. More recently he was an editor-at-large for *The Walrus* magazine.

As a founding partner of the book publisher Macfarlane Walter & Ross, he shaped numerous distinguished titles, including the No. 1 bestseller *Boom Bust & Echo* (by David Foot & Daniel Stoffman). His own books include the No. 1 nonfiction bestseller *Stung: The Incredible Obsession of Brian Molony* (which became the feature film *Owning Mahowny*, starring Philip Seymour Hoffman). He has also worked as a screenwriter, an advertising copywriter, a ghostwriter, a teacher, and a writing coach.

As a communications and content-marketing consultant, Gary has helped such clients as Magna International, Fairchild Media, Vancouver Economic Development Council, Edible Canada, Southam Inc., Troubadour Foundation, Distinguished Restaurants of North America, The Canada Council, Edelman Public Relations, Toptable Group, Aquilini Investment Group, and the Radcliffe Foundation. His presentation, *The Ross Rules: 10 Ways to Communicate More Effectively*, has been applauded by academic, nonprofit, and business audiences.

Most recently (as Director, Global Content) he has been helping Destination BC develop and implement a new content-marketing strategy, using journalistic techniques to enhance brand engagement and deepen corporate messaging.

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