Dr. David G. Ross is President of Langara College in Vancouver, British Columbia. Dr. Ross has close to 25 years of higher education leadership experience in various positions and a strong background in marketing and public relations. His educational background includes: PhD (University of Nebraska); MAQ (Simon Fraser University); MBA and BSc (Dalhousie University). His scholarly activity includes numerous works on topics such as enrolment management, institutional branding, media relations and the development of baccalaureate programs in a traditional two-year setting.

In British Columbia, Dr. Ross is Chair of the Post-Secondary Employers' Association of British Columbia, Chair of British Columbia Colleges Association and a Board Governor of the Business Council of British Columbia. Nationally he is Chair of the Community College Baccalaureate Association and a Board Member of the Association of Canadian Community Colleges and the Natural Sciences and Engineering Council of Canada Advisory Board. He also sits internationally on the American Association of Community Colleges Commission on Communications and Marketing and is Vice-Chair of the Community College Baccalaureate Association. Dr. Ross was also President and Board Chair of the National Council for Marketing and Public Relations and Chair of the Regional Cultural Diversity Council.