

Bio: Larry Ross, Ph.D.



Dr. Larry Ross is Emeritus Professor and formerly the Anne and Bill France Distinguished Professor of Business in the Barney Barnett School of Business and Free Enterprise at Florida Southern College in Lakeland, FL. He simultaneously pursued an active interest in the food service industry as an owner and operator of more than a dozen tablecloth operations. His industry experience includes several engagements as a private club general manager. Professor Ross teaches courses in hospitality, marketing, and strategic management.

Education and research. Dr. Ross received both his Ph.D. and MBA in business/marketing from the J. Mack Robinson College of Business at Georgia State University in Atlanta, GA. He received his undergraduate degree in business/hospitality management from Florida State University. Dr. Ross has authored a practical manual for conducting club membership surveys, **Conducting Effective Membership Surveys** (2009), as well as the chapter on marketing in, **Contemporary Club Management, 3rd ed.** (2012), and the chapter on family restaurants in, **Discovering Hospitality and Tourism, 2nd ed.**(2007). He recently completed a textbook on Strategic Planning and has authored more than 20 articles in refereed publications, numerous articles in trade journals, and conducted more than 300 seminars and workshops for the food service and private club industry.

Consulting and industry experience. Dr. Ross is the president of Food & Beverage Associates, Inc., an organization that designs strategies and facilitates strategic planning efforts in the areas of marketing, operations, and governance.

Club Management background. Dr. Ross has been teaching in the Business Management Institute program for the Club Managers Association of America for more than 29 years, including BMI Club Management, BMI Leadership, BMI Food & Beverage, and the prestigious CCM certification review course. He is a frequent presenter at CMAA's world conference.