



Legacy In The Making Ross Simmonds

A respected entrepreneur, marketer, and community leader, Ross has established himself as one of Nova Scotia's most influential voices at the intersection of technology, marketing, and social impact. Born and raised in Preston, Nova Scotia, Ross's journey is deeply rooted in community, resilience, and an unwavering belief that opportunity should be accessible to all.

Ross holds a Bachelor of Commerce degree in Marketing from Saint Mary's University. Inspired early by his grandfather and uncles, who operated paving businesses in Preston, Ross developed a passion for entrepreneurship at a young age. Witnessing family members build sustainable livelihoods through self-employment sparked his drive to create businesses that could both generate opportunity and give back to the communities that shaped him.

After beginning his career working with regional and national organizations, including supporting CBC's social media strategy in Atlantic Canada, Ross launched what would become his most impactful venture: Foundation Marketing, a Halifax-based content marketing and growth strategy firm. Under his leadership, Foundation Marketing has grown into a globally recognized agency, working with Fortune 500 companies, publicly traded technology firms, and some of the world's most successful SaaS (Software as a Service) organizations. The firm operates with a global footprint while maintaining its headquarters and largest workforce in Nova Scotia, demonstrating that world-class companies can be built and scaled from the province.

Over more than a decade, Ross has become widely known for his expertise in growth marketing, content distribution, and digital strategy. His insights have been featured in publications such as Forbes, Business Insider, Huffington Post, VentureBeat, CBC, and Social Media Examiner. He has been recognized internationally, including being named by Mashable as one of the world's top Snapchat marketers. Ross regularly shares his expertise on global stages, speaking at leading conferences such as MozCon, SearchLove, and CTAConf, and through LinkedIn Learning courses that have been adopted by universities and organizations worldwide.

Equally central to Ross's story is his deep commitment to philanthropy and community development. He currently serves on the board of the Boys & Girls Club of Preston, and previously served on the boards of Volta Labs and the Black Business Initiative, and on the board of trustees for Phoenix Youth Programs. These roles reflect his long-standing dedication to supporting youth, entrepreneurship, and underrepresented communities—often the same organizations that played a formative role in his own development. Ross frequently credits community programs, scholarships, and mentorship for helping shape his confidence and ambition during his formative years.

Through Foundation Marketing, Ross has also embedded giving back into the organization's culture. The company operates a structured quarterly giving program, enabling employees to nominate and support nonprofit organizations, resulting in thousands of dollars invested annually into community causes. Beyond financial contributions, Ross regularly mentors emerging entrepreneurs, advocates for inclusive participation in the technology sector, and champions the idea that Nova Scotians can build globally competitive careers while remaining rooted at home.

Ross lives in Dartmouth with his wife and three children and maintains close ties to Preston, where his extended family and community remain integral to his life. Guided by a personal mantra to “leave the world better than he found it,” Ross Simmonds exemplifies leadership that blends innovation with purpose; building businesses that create economic impact while strengthening the social fabric of Nova Scotia and beyond.





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Ross Simmonds is a Halifax-based entrepreneur, global marketing strategist, and dedicated community leader. Raised in Preston, Nova Scotia, Ross is the founder of Foundation Marketing, a content marketing and growth agency serving Fortune 500 companies and leading technology brands worldwide. A graduate of Saint Mary's University, he is widely published in outlets such as Forbes and Business Insider and regularly speaks on innovation, digital strategy, and AI. Deeply committed to giving back, Ross serves on several nonprofit boards, mentors emerging entrepreneurs, and champions opportunities for youth and underrepresented communities across Nova Scotia.

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