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Andy Ross is a Royal Television Society commended writer/director who now studies the field of transmedia. Andy was trained in International Film Marketing and Distribution by the Motion Picture Association of America and worked on some of the most popular (Jerry Maguire, Men in Black) and controversial (Crash) films of the 1990s as part of the marketing team at Sony Pictures Entertainment London. Between 1997 and 2006 Andy directed several short films for the Arts Council, UK Film Council and Tyne Tees Television before turning to teaching and research at Teesside and Northumbria Universities. Andy's specialism is Transmedia Storytelling and the relationship between content forms and audience engagement. They are currently investigating the deployment of transmedia storytelling strategies as an engagement device to further audience engagement with cultural heritage locations.