

# Matt Ross

Creative Entrepreneur • Former CEO School of Rock  
Founder One River School • Author



## MATT ROSS is the Voice of Creative Growth for Personal, Professional and Business Transformation

Drawing from decades of experience building businesses and teams, and having overcome significant personal setbacks, Matt speaks with honesty about reinvention in midlife, resilience under pressure, and the power of creativity to drive performance, fulfillment, and growth.

As the author of *Grow or Fold: Transform Yourself in Midlife and Beyond*, he offers a distinctive perspective that blends entrepreneurship, personal transformation, leadership, and creative development into a practical framework for navigating change and reinventing yourself and your business.



CBS

Forbes

FOX

npr

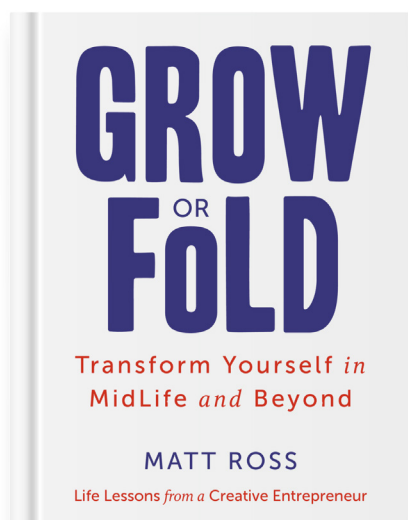


SiriusXM

The New York Times

Endorsed by **MEL ROBBINS** *New York Times* bestselling author

“Matt Ross proves it’s never too late to change everything. *Grow or Fold* is raw, honest, and packed with the kind of wisdom you only earn by living it. If you’re at a crossroads in your life, this book will show you how to move forward on your terms.”



In this genre-defying, deeply personal, and inspiring book, *Grow or Fold* redefines what it means to thrive in MidLife and Beyond.

With honesty, insight, and a toolkit forged in fire, Matt Ross, former CEO of School of Rock and architect of One River School, invites you into his story of transformation, resilience, and purpose.

At fifty, faced with personal catastrophe and professional upheaval, Ross chose growth over surrender. This book is his blueprint—and your invitation—to do the same. Through raw storytelling and practical wisdom, *Grow or Fold* helps you navigate the turbulence of change with clarity and confidence. You’ll learn how to take inventory of your life, reconnect with your core values, and design a future that reflects your most authentic self.

Whether you’re feeling stuck, uncertain, or simply ready for more, this book is your call to action. Because in the face of adversity, there really is only one choice: **GROW OR FOLD.**

For more information please visit [MattRoss.com](http://MattRoss.com) or contact Krista DeRuvo at [krista@mattross.com](mailto:krista@mattross.com)



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## BOOK ENDORSEMENTS:

"Grow or Fold is a wake-up call for anyone who thinks midlife is about coasting. Matt Ross takes you inside the messiness of reinvention with grit, humor, and hard-won wisdom from a life in music, art, and business. He shows that midlife isn't about slowing down—it's about choosing growth, even when the world dares you to fold."

**MARSHALL GOLDSMITH**, #1 *New York Times* bestselling author of *Triggers* and *The Earned Life*

"Matt Ross has done a remarkable job staring life's greatest challenges in the eye and moving through them thoughtfully and with great passion. Midlife is such a unique time for all of us and a chance to reset our path for the rest of our lives, and Matt's journey and compelling toolkit will light a fire in you and help to guide you through the process of transforming your life."

**JACK CANFIELD**, Coauthor of the #1 *New York Times* bestselling *Chicken Soup for the Soul®* series and *The Success Principles™: How to Get from Where You Are to Where You Want to Be*

## SPEAKING TOPICS

### Grow or Fold: Turning Midlife Into Your Most Powerful Chapter

A powerful keynote on navigating midlife as a critical inflection point for growth, performance, and reinvention.

### The Rocky Road of Entrepreneurship

The twisting path and rules that govern success and failure for building businesses

### Creative Growth: The Hidden Driver of Innovation and Performance

Lifelong Creative Learning is the fuel we need to drive success in business and in life

## EVENT ENDORSEMENTS:



"Matt was a pleasure to work with from beginning to end. The audience was fully engaged from the moment he began speaking, and the conversation that followed transcended the book itself. His inspiring message filled the room in such a way that people did not want to leave."

**JENNIFER MARECKI-ALVAREZ**, Director, May Center, 92nd St Y



"Matt Ross is a longtime friend and this book brings out the best of who he is. It was my honor to have helped produce his book launch at my theater, the Bergen Performing Arts Center. Not only did he bring class and grace but also a profound educational value to our patrons"

**ALEX DIAZ**, Executive Director, Bergen Performing Arts Center

For more information please visit [MattRoss.com](http://MattRoss.com) or contact Krista DeRuvo at [krista@mattross.com](mailto:krista@mattross.com)



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## ABOUT MATT:

**Matt Ross** is an entrepreneur, author, and former media executive with over thirty years of experience building businesses that inspire passion and creativity. From senior leadership roles in the media business to scaling global education brands, Matt has spent his career blending business savvy with a passion for the arts. Now, he is the author of *Grow or Fold*, a profound story of awakening your enthusiasm for growth with a call to action to transform yourself in midlife and beyond.

Since 2012, Matt has been the Founder and CEO of One River School, a company whose mission is to "Transform Art Education®." Today, One River School operates fifteen schools in six states with plans for substantial growth over the next five years. In 2005, Matt invested in and became the CEO of School of Rock and turned a struggling music education startup into a dominant brand. Under his leadership, the company grew from five to fifty-five locations, while securing commitments for another fifty locations. In 2009, he engineered a sale of majority ownership to Sterling Capital and stayed on as an investor and multi-unit franchise operator until its sale to Roark Capital in 2023.

From 1989 to 2005, Matt led some of the most important radio brands, including: Q104.3, New York's Classic Rock Station, and Hot 97, New York's Hip Hop Station. Matt was featured in Crain's New York Business's "40 Under 40" and is responsible for increasing shareholder value by billions of dollars for Clear Channel, Viacom, Emmis, and Broadcasting Partners Inc.

Matt holds an MBA in Finance from the Stern School of Business at NYU and is a cum laude graduate in Marketing from SUNY Albany. He is also a former member of the Board of Trustees for Art 21 and the Bergen Performing Arts Center.

His advocacy efforts focus on two main areas: supporting organizations that build communities for adults with autism, such as Reed Autism Services and United Way of Bergen County, and championing artists and arts-based organizations. Along the way, he has also built a personal collection of contemporary art that now includes over 400 artworks from more than 100 artists.

[MattRoss.com](https://mattross.com)

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