



Joe E. Ross, J.D.

President & CEO, Reach University

Joe E. Ross is president and CEO of Reach University and its National Center for the Apprenticeship Degree (NCAD). Guided by the conviction that circumstance is not destiny, Ross co-founded Reach in 2020 to serve the 50 million undercredentialed Americans ready to pursue a better future and upward mobility.

Under his leadership, Reach pioneered the Apprenticeship Degree: a fully work-embedded, liberal arts bachelor's degree completed without student loan debt and at a cost of no more than \$75 per month. Reach has grown enrollment by more than 900 percent, expanded to 10 states, braided public and private funding to scale affordability, and produced 900 graduates ready to enter licensed professional roles. Together with NCAD, the Apprenticeship Degree reaches partners across nearly half the country.

Before Reach, Ross served eight years on active duty in the U.S. Navy, served as a Deputy District Attorney, advised technology startups as General Counsel, served as an elected trustee of the San Mateo County Board of Education, and led the California County Boards of Education as Executive Director.

Ross holds a B.A. from Yale College, where he was awarded a Truman Scholarship, and a J.D. from Stanford Law School, where he served as President of the *Stanford Law Review*. He sits on the C-BEN Board and hosts the podcast *Apprenticeship 2.0*.

Ross lives in Columbus, Ohio, with his wife, Adriana. Their three adult children live across the country, each pursuing their own American Dream.