



# The Internet Educator

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## **Biographical Backgrounder: Ross Lasley, The Internet Educator**

Ross Lasley was on the web before “www” even existed – and he has been working on websites since he was 10. Interested in technology as a young child, Ross got his computer hardware certifications at the age of 12.

In 1997, at the age of 22, Ross founded the web development company, KISS Computing. He started in his home office and over a short period of time the company grew to be Cape Cod’s premier web site firm garnering a number of awards including:

- SCORE “Build a Better Mousetrap” Award
- The Commonwealth of Massachusetts “Governor’s Entrepreneurial Spirit” Award
- A Webby Award for whalewatch.com

In 2006, in typical successful internet technology company fashion, Ross sold the firm and he moved to an 85-acre farm in rural Strong, ME. He attempted the homesteading lifestyle, breeding and raising horses, pigs, chickens, and other farm animals as well as planting a large organic garden.

In 2007, Ross realized that “being a geek” was not just what he did, but who he was and he could no longer ignore the call to go back – The Internet Educator was born.

In his tenure as an internet strategist and web professional Ross has worked on the websites of thousands of companies since the early 1990’s. His efforts have generated more than \$100 million in online sales for his clients.

Ross is known for his unapologetically geeky, unerringly accurate, and rock ‘em sock ‘em approach to working with clients and businesses.

You’ll hear Ross say “I’m not nice, but I’m heart-core honest and damn good at what I do.”

He really is very nice. But he is also steadfastly committed to delivering expert and efficient service for his clients. He gets hired to make money for the businesses he works for.

Ross gets the job done.