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Rocky is the Founder & CEO of the [NoW of Work](#) - a business transformation firm whose primary focus is helping leaders build future-proofed, resilient teams that are anchored on cultures of innovation and agility. He couples a decade of senior leadership roles in large organizations, with 10-years in start-up tech to form what he believes is the culture and operational DNA for all modern companies. Previously, Rocky held the role of Vice-President and Head of Corporate Innovation for the BC Tech Association and is a 3-time tech startup Founder. The NoW of Work is one of the leading AI Training and Consulting firms in Canada.