

BACKGROUND / Gordon Freedman

The five main objectives, listed below, are all focused on the single objective of revitalizing education, socializing the need to change, and helping to create products, careers, and philosophy to do so:

- 1. Product:** To create and promote products and services that both advance education and access universally and individualize learning very specifically in order to provide alternatives that fortify or replace the traditional schooling experience while bolstering family involvement.
- 2. People:** To foster a new breed of education workers and product producers who work at scale on transformational products and services and do so in conjunction with the large technology corporations, with telecommunications companies, and with the evolving social networks.
- 3. Policy:** To create a new set of guidance about education, its role in society, economy, and individual and familial responsibility. Developing advocacy for support of multiple modalities for accomplishing mandated state-based, institution-based, and learner-based education.
- 4. Practice:** To move decisively from practice (schooling) to education and learner-based models that promote individualization, peer learning, knowledge construction, meaningful social engagement, while influencing change in the selection and preparation of teachers and leaders.
- 5. Discipline:** To work toward the establishment of a new education discipline based on concepts of “macro education” research that examines the role of education in society, in the economy, psychologically and how current “systems” of education fail to meet a range of current needs.

Current & Past Corporate Executive Positions

- Blackboard, Inc, Currently, VP, Education Strategy (K12, HE, K-20: US and International)
- TextCentric, Inc, Acting CEO, in conjunction with Carnegie Mellon Faculty Member
- Prometheus (George Washington University), Executive VP (external title)
- HungryMinds.com, Vice President, Dot-Com Start Up (The Amazon of Online Learning)
- Knowledge Exchange, Inc, Vice President (early eLearning start-up)

Past University Entrepreneurial Activity

- George Washington University: Took the Prometheus Course Management System to market, staffed the organization with key hires, developed sales and marketing strategy, worked strategic relations with universities, publishers and tech companies.
- Michigan State University: Helped establish and design www.MSUglobal.com, which replaced the continuing education function with an educational entrepreneurial unit, helped recruit team.
- University of California: Consulted for University of California College Prep, the Extensions, UCSC, UCI, and UC Berkeley; Fellow at Berkeley's Center for Studies in Higher Education.
- California State University Monterey Bay: Part of start-up, operated business strategy to produce revenue, worked with SRI, interacted globally with online producers.

Past Major Consulting Engagements (K12, Higher Education, Publishing, Museums)

- Consultant for TERC, www.TERC.edu, Cambridge, MA, based NSF-funded science and math research institute; consultancy to reorganization aspects of TERC for online learning.
- Consultant, University of California College Prep, www.UCCP.org, long-time advisor, drafter of first online California charter schools, author of large national virtual school study.
- Consultant, University of California (Berkeley, Santa Cruz, Irvine) Extensions, multiple projects to improve business, marketing, and production of online course offerings.
- Consultant, Michigan State University, www.MSUglobal.com, strategic planning to convert MSU's long-time continuing education business into a modern online course provider.
- Consultant, Capella University, www.Capella.edu, designed cutting edge online Masters of Advanced Teaching and EdD in Enterprise Education Management (pending).
- Consultant for Technology and Learning for the California Academy of Science museum as part of their redesign efforts. Spent two years working on new museum learning experience designs.
- Consultant, O'Reilly Media, conversion of technology book publisher into digital publisher, worked on design, market development, and communication strategy.
- Consultant, Atypon, Inc, major scholarly journal software and service provider, worked on transition to academic publishing and interaction with academic software systems.

Past & Present Advisory & Board Service

Advisory Board, www.Curriki.org , Open Source Portal, Chaired by Scott McNealy (SUN)

Executive Steering Board, www.K20CETC.org, California Education Technology Collaborative

Board Member Nominee, www.innovate-educateNM.org, New Mexico K-20 Non-Profit

Board Member, XRI Global, www.XRIglobal.com, Stanford-based Education Non-Profit

Advisor, North American Council of Online Learning, www.NACOL.org

Co-Founder/Board, International School of Monterey, Co-Founder and Board Member of K-8 Charter

Board Member, Fairfax County, VA Education Foundation (K12), 2005-2007

Advisor, National Education Technology Plan, US Department of Education, 2005

Advisor, American Museum of Natural History, Seminars on Science, 2004-2006

Visiting Scholar, UC Berkeley Center for Studies in Higher Education, 2000-2001

Current National Government Education Relationships (University, Government Leadership)

- United Kingdom (Ministry, HE/Schools: England, Scotland, Wales)
- Netherlands (HE, Tech Agency)
- European Commission (HE/School)
- China (Ministry, HE)
- Singapore (Ministry, HE, Tech Agency)
- Korea (Ministry, Schools)
- Australia (Ministries, HE)
- Colombia (Training Agency, HE)
- Mexico (HE)

Current State Entities Relationships

- Michigan Virtual High School, Michigan State Superintendent, State Technology Agency
- Florida Virtual High School
- California Educational Technology Collaborative, www.K20CETC.org
- California HE (UC System, CSU System, Community College Foundation, USC, Stanford)
- California K12 (Charter Association, CMOs, San Jose Unified, Vallejo Unified, Carmel Unified)
- New Mexico, Innovate-Educate NM, <http://innovate-educateNM.org>

Current Foundation, Non-Profit, Association, NGO Relationships

- OECD (Organization for Economic and Cooperative Development)
- International Association of Universities (IAU)
- ACU, (Association of Commonwealth Universities, Global HE Leaders Association)
- Universities UK (UK Vice Chancellor's Association)
- HEPI, Higher Education Policy Institute (UK)
- CONAHEC (Consortium for North American Higher Education Collaboration: MX, US, CA)
- The National Center for Technology Innovation (Funded through Dept of Ed to AIR)
- ACE, American Council on Education
- NISOD (Community Colleges Organization at U Texas Austin)
- The William and Flora Hewlett Foundation (Open Education Resources)
- Bill and Melinda Gates Foundation (K12 Technology)

Current Technology, Media, Publishing Corporate Relationships

- Cisco
- Microsoft
- SUN
- Apple
- Intel
- Echo 260 (lecture capture)
- Key Curriculum Press (math publisher)
- Textbook Publishers (major textbook publishers)
- Networks, Studio, Cable Operations (based on production experience)

2007-2008 Keynote Speaking & Conference Participation* Engagements (Global)**

- *Instituto Tecnológico de Monterrey, Gobal Education, December 2008, *Monterrey, MX*
- **Association of Commonwealth Universities, ACU, November 2008, *Hyderabad, India*
- **SURF Education Days, “Sustainable Development,” November 2008 *Utrecht, NL*
- **eLearning Experts, SENA & Blackboard, October 2008, Bogotá, *Colombia*
- *Higher Education Policy Institute, HEPI, Senior Seminar, October 2008, *London, UK*
- **Chinese Higher Education Institute, Ministry of Education, October 2008, *Beijing, China*
- **Korean Education Research Institute, KERIS, October 2008, *Seoul, Korea*
- **OECD, Global Education Forum, February 2008, *Dominican Republic*
- **Colombia eLearning, Congreso Internacional, Nov. 2007, *Medellín, Colombia*
- *European Union, eLEARNING LISBOA, October 2007, *Lisbon, Portugal*
- **Blackboard World Asia-Pacific, September 2007, *Gold Coast, Australia*
- *OECD, Diversity of Missions, June 2007, *Dublin, Ireland*
- **EDEN-Online Conference, June 2007, *Naples, Italy*
- **Blackboard Asia Summit, May 2007, *Singapore*

2007 & 2008 Keynote Speaking & Participation* Engagements (U.S.)**

- **Technology Innovators Conference, Natl Center Tech Innovation, November 2008, *Washington, DC*
- **Ferris State University, Ferris Connect, September 2008, *Big Rapids, MI*
- **MICHIGAN Online Solutions Conference, February 2008, *Ypsilanti, MI*
- *SETDA (State Ed Tech Directors Assoc) 2007 Leadership Summit, Nov 2007, *Washington, DC*
- **SLATE Users Conference, October 2007, *University of Chicago*
- **George Mason University Innovations in eLearning, June 2007, *Fairfax, VA*
- **Ready2Net Web Cast, May 2007, *San Jose, CA*
- *eSchool News Tech Savvy Superintendent Awards, April 2007, *Fairfax, VA*
- **University Texas School of Health Information Sciences, March 2007, *Houston*

Recent Education Publications & Writing

BLOG Posts: Educate-Innovate

http://www.educateinnovate.com/blackboard/gordon_freedman/index.html

Education White Papers

Unlocking the Global Education Imperative: Core Challenges, Critical Responses, Blackboard, 2008

View from the Top: Building the 21st Century Campus, Blackboard Inc, Jan 2007

View from the Top II: Building the 21st Century Campus, A Leadership Survey on the Challenges Facing Australian Universities, Blackboard Inc, Jan 2008 (Series Editor)

Building K-20 Connections: A Review of the Issues & Current Models in K-20 Education, Oct 2007

Education Articles

Discovering and Enacting The “What’s Next” in K12 Education, eLearning Guild, Jan 2007

When Governor’s Step into the Picture, Converge Online, Dec 2006

Eyes Closed Tight: Why Does the Digital Revolution Stop at the School Door?, Technology & Learning, 2005

Education Books

Virtual Schools: Planning For Success (Contributor), Teacher College Press, 2005

Commissioned Reports

The California Virtual School Report: A National Survey of Virtual Education Practice and Policy with Recommendations for the State of California, University of California College Prep, UCOP, 2003

Past Select Project and Curriculum Experience

- Executive Producer of the feature film documentary “A Brief History of Time,” based on the book by Cambridge Professor Stephen Hawking. Worked to make Hawking's career an object of big screen wonder, winner of highest documentary prize at the Sundance Film Festival.
- Finalist, to produce the sky show and educational exhibits for the American Museum of Natural History's Rose Planetarium in New York. Worked on curriculum design with the Museum.
- Producer, first website for Discover Magazine, worked with their staff to craft and build site.
- Producer, first website for the Monterey Bay Aquarium, worked with MBA on this winning site.
- Executive Producer, Virtual Canyon, an NSF funded project to teach the scientific method to 3rd and 9th graders, collaboration between MBARI, UCSC, CSU Monterey Bay, Naval Post Graduate School, and ten school districts. Project showcased at the Lisbon World Expo.