

Gordon Freedman – Vice President, Global Education Strategy



Gordon Freedman, Blackboard's vice president global education strategy, heads the Blackboard Institute, www.blackboardinstitute.com, and represents the company in terms of thought leadership, strategic vision and the integration of technology, policy and planning. His efforts are focused internally and externally on education to meet global economic demands and the learning styles of today's students, including adult learners. Freedman has an extensive background in both K-12 and higher education and their cross-over in the various K-20 efforts underway at the state level in the U.S.

Freedman's background in education includes employment at the California State University Monterey Bay start-up and running his own consulting firm, Knowledge Base, LLC, which had among its clients many colleges and universities and textbook publishers, and museums. In K-12, Freedman was a co-founder and long-time board member of the International School of Monterey, a K-8 California charter school, and he was among the founding group of [www.inacol](http://www.inacol.org), the International Association for K-12 Online Learning. In his work for the Blackboard Institute and in his non-profit board service, Freedman has been an advocate for improving K-20 student progression. In this regard, Freedman serves on the boards of Innovate-Educate New Mexico (www.innovate-educateNM.org) and the California K20 Education Technology Collaborative (www.k20cetc.org). Internationally, Freedman has represented Blackboard at numerous education including forums sponsored by the Organisation for Economic and Cooperative Development (OECD), the European Union, the Universities UK (UUK), and the Association for Commonwealth Universities (ACU).

Freedman and his family live in Northern California. Prior to entering education, Freedman worked in government, media and was a film and television producer.