

Education Industry

National Laboratory for Education Transformation, Founder, President 2010- , www.NLET.org

Freedman founded and leads NLET, a non-profit focused on the future of education. NLET is partnered with centers at the University of Texas Austin, University of California Santa Cruz, and the Los Alamos National Laboratory. NLET operates in four domains: big data, education research & development, advanced math learning, and the role of identity in learning.

Knowledge Base, LLC, Managing Director, 1998- , www.KB-LLC.com

Freedman leads Knowledge Base LLC, a research, development and business consulting corporation focused on the intersection of technology, knowledge and policy. Knowledge Base provides expert strategy, marketing, and business development services to education institutions and corporations.

Blackboard, Inc., Vice President Global Education Strategy, 2005-2011, www.Blackboard.com

Freedman was the public-facing presence for Blackboard in education globally working with and addressing governments, institutions, and international organizations worldwide. Freedman assisted in reorienting the company from a technology-only firm to an education value-add firm.

Blackboard Institute, Executive Director, 2008-2011, www.BlackboardInstitute.com

Freedman established the Blackboard Institute focused on learning progression from kindergarten through graduate school, assisting institutions to work together to solve complex education problems. The Institute produced white papers and held symposia, and Freedman spoke widely.

TextCentric, Inc., Acting CEO, 2002-2004

Freedman led this Carnegie Mellon-associated early pioneer in digital textbook and digital conversion for the textbook publishing industry. Clients: Pearson Choices, Key Curriculum Press.

Prometheus, Executive Vice President, George Washington University, 2000-2002

Freedman helped build and lead to market the innovative learning management system (LMS) Prometheus. The organization based at George Washington University was the first enterprise LMS and a pioneer in the distribution of digital text and learning resources. Freedman managed strategic sales to numerous leading universities in the U.S. and made alliances with high-tech firms.

HungryMinds.com, Vice President University & Publisher Relations, 1999-2000

At the first Internet portal for online education and online textbooks, Freedman ran alliance development and managed strategic accounts with publishers, universities and technology vendors.

California State University Monterey Bay, New Business Officer, 1996-1999

An early hire in the start-up university, Freedman ran business development for science, media, and technology. He assisted in the building of a fee-for-service media business, did early planning for the science building, and served as liaison to UC Santa Cruz's MBEST Center, UC Berkeley's Extension, University of Michigan's Academic Outreach, New York University Online, and UMUC.

Knowledge Exchange, LLC, Vice President Technology & Media, 1994-1996

One of the first eLearning companies, Knowledge Exchange was founded by Michael Milken. Freedman was in charge of the early technology development and media, including CD-ROMs and the early Web development.

Non-Profit Education Service

Michigan Virtual High School, Fellow, 2013-

Fellowship concentrates on the state-level transcription and records for individual students.

SRI.com, Fellow, 2011-

Freedman advises on education technology and education market development.

California K20 Education Technology Collaborative, Steering Committee member, 2008-2010

Early organizer of Collaborative, a multi-year effort to collaborate on online education technology .

Innovate-Educate, Board Member Executive Committee, 2008-2010

Helped form, set strategy, and design new non-profit organization focused on pioneering K20 education reform centered on working cross-agency with state level issues in New Mexico.

Curriki, Advisory Board Member, 2008-2011

Freedman assisted with strategic direction, worked on non-profit and corporate alliances.

Innovations in Learning, Advisory Board Member, 2009-2011

Chicago non-profit; devoted pioneer of early years hand-held learning in math and reading.

XRI-Global, Board Member, 2007-2012

Organized by Stanford Graduate School of Education faculty Dr. Paul Kim designed to maximize use of mobile learning devices in impoverished communities worldwide.

Partnership for 21st Century Learning, Board Member, 2007-2008

Freedman worked on state level media, fund-raising, and marketing strategies.

Fairfax County, VA Education Foundation, Board Member, 2005-2007

Foundation board members assisted District in utilizing technology-based education solutions.

International Association for K12 Online Education (iNACOL), Advisor, 2003-2007

One of the original founders and organizers of the original organization, NACOL

National Education Technology Plan, 2010

Contributor, US Department of Education

American Museum of Natural History, 2004-2006 Advisor

Freedman advised on AMNH NSF-Funded Seminars on Science program.

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

Worked on the role of for-profit university providers in higher education.

International School of Monterey (K-8 CA Charter), 2000-2007

Co-Founder of the school, served as Board Member of California K-8 International Charter School, using charter structure to fund first publically-funded International School in US.

STEM Activity

National Science Foundation, National Research Council

- National Research Council, National Digital Library Project
- Participant, Developing a Digital National Library for Undergraduate Science, Mathematics, Engineering and Technology Education, 1998
- Publication, National Academies, Center for Science, Mathematics & Engineering Education: www.nap.edu/openbook.php?record_id=5952&page=113

National Science Foundation

- Participant, **Blue-Sky, Future of STEM** Curricula-Instructional Design, 2009-2010
- Participant, **NSF-U.S. Department of Ed**, STEM Voices From the Community, 2009
- Advisor, **University of New Mexico Art, Technology, Science** “Full Dome” 2009
- Advisor, **American Museum of Natural History**, Seminars on Science, 2006-2007
- Consultant, “Try Science” **TERC-Leslie College** K-8 Science Masters Degree, 2006
- Contractor, **Marine Advanced Technology Center**, Business Plan for Center, 1995
- Executive Producer, “**Virtual Canyon**,” Online scientific method Web system, 1994

Research Institutes

- **TERC**, Contractor, Organization, Media, and Education Technology Consulting
- **SRI**, Business Development, agreement to develop SRI’s www.Tapped.org service

Museums

- **American Museum of Natural History**, New York City
- Developer, produced first 3-D digital renderings for use in **Rose Planetarium**
- Developer, **Monterey Bay Aquarium**, Monterey, CA, first website for the Aquarium
- Consultant, **California Academy of Sciences**, San Francisco, Technology/IT Re-Design

Universities

- Consultant, **University of California**, UCCP, Science & Math Online Advanced Placement
- Consultant, **Michigan State University**, Developed organization, www.MSUGlobal.com
- Consultant, **Capella University**, Assisted development of advanced teaching degrees

Publishing

- Advisor, **Innovations in Learning**, Hand-held math and reading device
- Consultant, **Key Curriculum Press**, Online math business planning
- Consultant, **Atypon**, Online journals and eLearning planning
- Consultant, **O’Reilly**, Online publishing and eLearning planning

Media

- Executive Producer, Stephen Hawking, *A Brief History of Time*, Documentary
- Producer, **Discovery Channel**, Update to *A Brief History of Time*
- Developer, **Discovery Magazine**, Developed first website for Magazine

Knowledge Base, LLC Select Education Consulting Clients

Higher Education

University of California Santa Cruz
University of California Irvine
Capella University
Michigan State University
George Washington University Case
Rochester Institute of Technology, RIT
Western Reserve University California State
University of Rochester Institute of Technology

K12 Non-Profit & For-Profit

University of California College Prep
Carmel, CA Unified School District
Lesson Lab (UCLA)
TERC.edu
SRI.com
Hewlett Foundation
California Academy of Sciences
Monterey Bay Aquarium
NSF "Virtual Canyon" Project

K12 Assessment Industry

Pacific Metrics, Inc.

Learning Technology

WebCT
eCollege
Prometheus

Publisher & Publisher Services

O'Reilly Media
Atypon Technologies, Inc.
Key Curriculum Press Britannica
Discover Magazine

Entertainment & Media

GORDON FREEDMAN PRODUCTIONS, *Executive Producer* 1985-1994

President of a production and development company, partnered with production companies, networks and film studios; executive produced every form except comedy.

See: http://www.imdb.com/name/nm0293178/?ref=fn_al_nm_1

Film & Television

Select Awards and Notable Productions

Feature Films

A Brief History of Time, Feature Documentary, Life of Professor Stephen Hawking

- Executive Producer, Acquired Rights, Co-Production with Anglia Television
- Grand Jury Award, Sundance Film Festival 1992
- Triton Distribution (1992)

To Walk With Lions, Kingsborough Greenlight Pictures, starring Richard Harris

- Executive Producer, Acquired Rights, Developed Property
- Starring Richard Harris, Update of classic film, *Born Free*
- 20th Century Fox (1999)

Money for Nothing, Hollywood Pictures

- Executive Producer, Acquired Rights, Developed Property
- Starring John Cusak, Debi Mazar
- Hollywood Pictures (2003)

Television Films

Baby M, Mini-Series

- Executive Producer, Developed Property
- Starring Jo Beth Williams
- ABC Network, 7 Emmy Nominations

To Heal A Nation

- Executive Producer, Acquired Rights, Developed Property
- Starring Eric Roberts
- NBC General Electric Theater

Television Series

"DEA" Dramatic Series (13 episodes)

- Executive Producer, Developed Property
- One of very first Fox Dramatic Series
- Partnered with Lorimar (Leslie Moonves)

Television News

ABC News 1980-1985 (Covered government, politics, military, education, crime)

- ABC News 20/20, Staff Producer (includes writing & directing)
- ABC Nightline, Occasion Shows
- ABC World News Tonight, Occasional Shows

Journalism & Writing, 1978-1980

Newspapers

Washington Post

- Stringer
- Covered political corruption trial in Louisiana

Atlanta Journal/Constitution

- Washington Correspondent
- Covered defense, disarmament, organized crime, narcotics trafficking, corruption

Non-Fiction Books

Winter of Fire, Richard Collin, Gordon Freedman: Dutton, 1990
One of the first books published on terrorism involving Americans

Gifts of Deceit, Robert Boettcher, Gordon Freedman: Harper Collins, 1980

Government Service 1973-1978

United States Senate

Select Committee on Presidential Campaign Activities “Senate Watergate Committee”

- Staff Investigator & Researcher on Samuel Dash’s staff
- Investigated White House “Responsiveness Plan” & Catalogued “CREEP” Files
- 1973-74

See: http://en.wikipedia.org/wiki/Responsiveness_Program
http://en.wikipedia.org/wiki/Committee_for_the_Re-Election_of_the_President

United States House of Representatives

Committee on Post Office & Civil Service

- Lead Investigator
- Led investigation of White House widespread administrative corruption
- Resulted in the closure of the U.S. Civil Service Commission
- 1975-76

See: http://en.wikipedia.org/wiki/United_States_Civil_Service_Commission

Sub-Committee on International Organizations (“Korea-gate” Committee)

- Staff Investigator
- Led investigation of US Government relations with South Korea & the Unification Church
- 1977-78

See:
http://en.wikipedia.org/wiki/Subcommittee_on_International_Organizations_of_the_Committee_on_International_Relations

Selected Writing

BLOG Posts: Educate-Innovate

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

TWITTER: GFREED

Education White Papers

Is the Tipping Point for Education in Sight? Blackboard K20 Progression Council, 2009

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

View from the Top II: Building the 21st Century Campus, Blackboard Inc, Jan 2008 (Editor)

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

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

Selected Education Articles

Cloud Technology Can Lift the Fog Over Higher Education, Chronicle of Higher Education, 2012

Discovering and Enacting the "What's Next" in K12 Education, eLearning Guild, Jan 2007

When Governors Step into the Picture, Converge Online, Dec 2006

Eyes Closed Tight: Why Does the Digital Revolution Stop at the School Door?, Technology & Learning, 2006

Education Books

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

Journal Articles

The Coming Transformation of the Textbook (Part I & II), Logos, 2005

The Changing Nature of Museums, CURATOR, 2000

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, 2003

Select Keynote Speaking & Participation Engagements (Non-U.S.)

- eLearning Forma Mexico!, CognosOnline, 2013, Puebla, Mexico
- Forum Blackboard de Educação ,2012, São Paulo, Brazil
- Universities UK, Longer Term Strategy Group, May 2009, London, UK
- Blackboard World Europe, April 2009, Barcelona, Spain
- Association of Commonwealth Universities, November 2008, Hyderabad, India
- CONAHEC, Higher Education Collaborations, October 2008, Monterrey, Mexico
- OECD, Outcomes of Higher Education, September 2008, Paris, France
- Blackboard World, May 2008, Manchester, UK
- Universities UK, May 2008, Bristol, UK
- 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

Select Keynote Speaking and Participation Engagements (U.S.)

- NSF/OAS Radical Innovation Conference (competitive), June 2013
- Data Quality Campaign, April 2013, Washington, DC
- Hewlett OER (Open Education Resources) Conference, April 2013, San Diego, CA
- K20 Pipeline Matters Council, Blackboard Institute, July 2009, Washington, DC
- Forum for Future of Higher Education, Aspen Institute, June 2009, Aspen, CO
- Innovate-Educate New Mexico, April 2009, Albuquerque, NM
- National Center for Technology Innovation, November 2008, Washington, DC
- NISOD (Community Colleges), University of Texas, May 2008, Austin, TX
- MICHIGAN Online Solutions Conference, February 2008, Ypsilanti, MI
- State Education Technology Directors Assoc., Nov 2007, Washington, DC
- SLATE Users Conference, October 2007, University of Chicago
- Michigan Virtual High School Interview Series Podcast
- 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
- U Texas School Health Information Sciences, March 2007, Houston, TX

Established Relationships

Select National Government Education Relationships (University, Government Leadership)

United Kingdom (Ministry, Higher Ed & Schools: England, Scotland, Wales)
Netherlands (Higher Ed, Tech Agency)
European Commission (Higher Ed & School)
China (Ministry, Higher Ed)
Singapore (Ministry, Higher Ed, Tech Agency)
South Korea (Ministry, Schools, K12 Research Group)
Australia (Ministries, Higher Ed)
Colombia (SENA, Training Agency, Higher Ed)
Mexico (Higher Ed)

Select State Entities Relationships

Michigan Virtual High School, Michigan State Superintendent,
Florida Virtual High School
California Community College Foundation
New Mexico (Governor's office, Legislature, National Labs)
Oregon (Governor's education advisor)

Select Foundation, Non-Profit, Association, NGO Relationships

OECD (Organization for Economic and Cooperative Development)
IAU (International Association of Universities)
ACU (Association of Commonwealth Universities)
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)
AACC (American Association of Community Colleges)
The William and Flora Hewlett Foundation (Open Education Resources)
Bill and Melinda Gates Foundation (K12, Community College, Technology)
Lumina Foundation (College Success)

Select Technology, Media, Publishing Corporate Relationships

Cisco Microsoft SUN/Oracle Apple
Intel
HP
Echo 260 (lecture capture)
Textbook Publishers (major textbook publishers)
Networks, Studio, Cable Operations (based on production experience)

GORDON FREEDMAN

Education

Michigan State University, School of Communications, BA, 1975
Johns Hopkins School of Advanced International Studies, Graduate Work, 1975-77

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