

## **GORDON FREEDMAN**

### **Biography**

Gordon Freedman is President of the National Laboratory for Education Transformation (NLET), a California-based 501(c)(3) non-profit committed to transforming 20th century education into 21st century learning. NLET looks three to five years into the future of education and learning, and works closely with divisions of the University of Texas, the University of California and the Los Alamos National Laboratory to develop grants, conduct rigorous research and develop information-based solutions for general education and individual and group learning. Freedman is also a Fellow at SRI ([www.SRI.com](http://www.SRI.com)).

Freedman is committed to education transformation that serves the learning and development needs of every young person while responding effectively to the rapid changes taking place in 21st century society. Specifically, Freedman concentrates on bringing education into the information age.

Freedman served as VP, Global Education Strategy for eLearning leader Blackboard, Inc. from 2005 until 2012. In this position, Freedman visited 18 countries, addressed many public audiences, and met with numerous leaders in government, higher educations, schools, research institutes and related associations. He also helped create, as well as led, the Blackboard Institute, which concentrated on K-through-College progression in the U.S.

Freedman's global work for Blackboard focused on education change and innovation primarily in higher education and government policy. His work in the U.S. focused primarily on K-12 reinvention and K-20 planning, concentrating on New Mexico, California and Michigan. Freedman is author of several in-depth white papers on higher education, K-20, and K-12 which set trends or started new ways of thinking about education organization and delivery.

While Freedman has worked at the nexus of education and technology for many years, he now recognizes that learning effectiveness cannot be extended for all students without the comprehensive integration of education with information technology and information systems. In addition, he draws a firm line between the application of technology to education in the form of atomized education technology "tools", as opposed to "smart" systems, on par with the sophisticated social, consumer and financial applications that manage our individual daily activities and pastimes, both online and off.

Since the mid-1990s Freedman has contributed to the creation of a number of new organizations committed to education change. These include the International Association for Online K12 Learning ([www.iNACOL.org](http://www.iNACOL.org)), University of California College Prep ([www.uccp.org](http://www.uccp.org)), Michigan State University Global ([www.msuglobal.com](http://www.msuglobal.com)), the International School of Monterey, a K-8 California Charter School, ([www.ismonterey.org](http://www.ismonterey.org)), and Education Forward the organization promoting the 2012 California Student Bill of Rights ballot initiative ([www.educationforward.org](http://www.educationforward.org)).

Prior to Blackboard, Freedman ran his own consulting business (Knowledge Base, LLC) focused on higher education, K-12, museums, education technology and the textbook industry. Before his work in education, Freedman was an executive producer in television, film, and media, including ABC News. His feature documentary production of Stephen Hawking's "A Brief History of Time" won the Grand Jury prize at the Sundance Film Festival. Freedman's career began as an investigator in various committee staff positions in the U.S. Senate and the U.S. House of Representatives.