

GORDON FREEDMAN

Gordon Freedman is one of the architects of education technology in the United States. For more than 25 years, he has worked at the intersection of K–12, higher education, CTE, and workforce development — as a university start-up officer, a senior executive at the largest learning management system company in the world, a nonprofit founder, and a practitioner-consultant advising institutions across the country. His work is guided by a consistent focus: closing the gap between how students learn and how the world of work actually operates.

CAREER MILESTONES

1996–1999 — California State University, Monterey Bay

Early hire at the start-up university. Led business development for science, media, and technology. Helped build a fee-for-service media operation, contributed to planning major academic facilities, and forged partnerships with UC Santa Cruz, UC Berkeley Extension, the University of Michigan, NYU Online, and the University of Maryland University College.

1999–2000 — HungryMinds.com

Vice President, University and Publisher Relations at one of the first internet platforms for online education and digital textbooks. Managed strategic accounts with publishers, universities, and technology vendors.

2000–2005 — Prometheus LMS (George Washington University) / Knowledge Base, LLC

Took the Prometheus Learning Management System — one of the first enterprise LMS platforms — to market, selling to leading universities and forming alliances with major technology firms. Founded Knowledge Base, LLC to advise institutions, publishers, and edtech companies.

2005–2012 — Blackboard, Inc.

Vice President, Global Education Strategy. Public-facing executive during Blackboard's growth from approximately \$100 million to \$1.4 billion. Worked with governments and institutions across 19 countries and founded the Blackboard Institute, producing national symposia and policy-oriented white papers.

2012–Present — NLET.org

Founder and President of a national nonprofit R&D laboratory focused on education, workforce, and system alignment.

2022–Present — GoEducate, Inc.

Senior Advisor of a standards-based platform connecting student pathways from middle school through CTE, college, and into employment, with active deployments in Arizona, California, and New Mexico.

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KEY PLATFORMS & ORGANIZATIONS

NLET.org (Founded 2011)

National Laboratory for Education Transformation — nonprofit R&D platform focused on modernizing education and workforce systems.

Knowledge Base, LLC (Founded 1999)

Consulting firm advising education institutions, publishers, and edtech companies on strategy and market development.

Blackboard, Inc.

Global leader in learning management systems. Freedman led global strategy during its major growth phase. Was sold to private equity

Prometheus (GWU LMS)

One of the first enterprise-grade LMS platforms, foundational to modern online learning systems. Was sold to Blackboard.

GoEducate, Inc.

Education-to-employment platform connecting learning pathways directly to job opportunities.

RELEVANT FOCUS AREAS

K–12 and Higher Education

- Online and hybrid learning strategy
- LMS adoption, pedagogy, and faculty support
- K–college articulation and credit pathways
- Co-founder, International School of Monterey (K–8 charter)
- Founding advisor to iNACOL for K–12 online learning

CTE and Workforce Development

- Education-to-employment alignment and data systems
- GoEducate persistent learner pathway platform
- STEM and CTE program design and credentialing
- Workforce re-entry and displaced worker solutions
- Employer-education partnership frameworks

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PRESIDENT, FOUNDER - NLET

Under Gordon Freedman’s presidency, the National Laboratory for Education Transformation (NLET) has developed into a nationally recognized research and development organization focused on redesigning education-to-workforce systems. Founded in 2011, NLET was conceived as a “laboratory” model — an applied R&D platform that integrates K–12, higher education, CTE, and workforce systems into unified, data-driven frameworks.

NLET operates through four core domains: advanced math and learning pathways; talent and workforce systems; semiconductor and AI workforce development; and biomedical and emerging science integration. These cores reflect a consistent strategy of aligning education systems with real-world economic, scientific, and workforce demands.

NLET’s early work included foundational system design and federal engagement. Its initial proposal, submitted to the White House and U.S. Department of Education, outlined a national “ARPA-style” model for education innovation and contributed to broader policy discussions around advanced research models in education. The organization quickly established partnerships with major research institutions, including Los Alamos National Laboratory and the University of Texas at Austin, focusing on data-intensive modeling, predictive analytics, and science-based approaches to education system design.

NLET has built a strong track record of federal, state, and foundation-supported work. This includes multiple National Science Foundation (NSF) awards supporting predictive modeling and data-driven education systems; participation with the National Institute of Standards and Technology (NIST) in the National Strategy for Trusted Identities in Cyberspace (NSTIC); advisory and programmatic work with the U.S. Department of Education and U.S. Department of Labor; and ongoing engagement with the California Community Colleges Chancellor’s Office on system reform, math pathways (AB 705 and AB 1705), and workforce alignment. The organization has also collaborated with major foundations, including initiatives connected to the Gates Foundation.

This body of work reflects NLET’s role not as a single-program operator, but as a systems-level design and implementation partner working across institutions and agencies.

NLET has also produced a series of influential reports and frameworks addressing the structural disconnect between education and employment systems. NLET History and Foundational Documents: <https://nlet.org/about-us/history/>

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