**Gordon Freedman**

225 Crossroads Blvd. # 190 • Carmel, CA 93923• gordon.freedman@gmail.com • 831 224 6161

## Experience

**National Laboratory for Education Transformation** (NLET)                Carmel Valley, CA
**Founder, President**

2010 – Present
- Founded and lead www.NLET.org, a non-profit focused on the future of education.
- Writer, Producer of White Papers, Publish Posts in Education and Workforce
- NLET has been 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: research & development, education-to-work, advanced system for math learning, and the role of identity in learning.

**Knowledge Base, LLC**                                          Carmel Valley, CA
**Managing Director**

1998 – Present
- Leads [Knowledge Base LLC](#), education research, development and business consulting
  - Focused on the intersection of education, technology, knowledge and policy.
- Provides expert strategy, marketing, and business development services to education institutions and corporations and the emerging education-to-employment space.

### Education Publications

### Forbes.com

- Freedman, G. (2017, December 21). *Can Innovative Companies Supercharge Workforce Development Connections?* Forbes. [https://www.forbes.com/sites/gradsoflife/2017/12/21/could-salesforce-com-andblackboard-com-supercharge-workforce-development-connections/?sh=2421b7d37392](https://www.forbes.com/sites/gradsoflife/2017/12/21/could-salesforce-com-andblackboard-com-supercharge-workforce-development-connections/?sh=2421b7d37392)

- Freedman, G. (2017a, November 27). *Could Universal Transcripts Help Put More Young People to Work?* Forbes. [https://www.forbes.com/sites/gradsoflife/2017/11/22/coulduniversal-transcripts-help-put-more-young-people-to-work/?sh=58236a792944](https://www.forbes.com/sites/gradsoflife/2017/11/22/coulduniversal-transcripts-help-put-more-young-people-to-work/?sh=58236a792944)

- Freedman, G. (2017a, June 28). *A New Class Of Robots Could Actually Help Identify Training And Employment Opportunities*. Forbes. [https://www.forbes.com/sites/gradsoflife/2017/06/15/a-new-class-of-robots-couldactually-help-identify-training-and-employment-opportunities/?sh=169471541480](https://www.forbes.com/sites/gradsoflife/2017/06/15/a-new-class-of-robots-couldactually-help-identify-training-and-employment-opportunities/?sh=169471541480)

- Freedman, G. (2017a, April 18). *Why Higher Education Institutions Need Smarter Cloud Technologies*. Forbes. [https://www.forbes.com/sites/gradsoflife/2017/04/18/why-highereducation-institutions-need-smarter-cloud-technologies/?sh=1fb586b23302](https://www.forbes.com/sites/gradsoflife/2017/04/18/why-highereducation-institutions-need-smarter-cloud-technologies/?sh=1fb586b23302)

- Freedman, G. (2017a, March 3). *How Data-Powered Apps Can Connect Jobseekers With Training For Hard-To-Fill Jobs*. Forbes. [https://www.forbes.com/sites/gradsoflife/2017/03/02/how-data-powered-apps-canconnect-jobseekers-with-training-for-hard-to-fill-jobs/?sh=70f678711dc5](https://www.forbes.com/sites/gradsoflife/2017/03/02/how-data-powered-apps-canconnect-jobseekers-with-training-for-hard-to-fill-jobs/?sh=70f678711dc5)

- Freedman, G. (2017, January 27). *Why We Must Rebuild America's Competency Infrastructure*. Forbes. [https://www.forbes.com/sites/gradsoflife/2017/01/27/why-wemust-rebuild-americas-competency-infrastructure/?sh=2d47507c2b66](https://www.forbes.com/sites/gradsoflife/2017/01/27/why-wemust-rebuild-americas-competency-infrastructure/?sh=2d47507c2b66)

## EdSurge.com

- Freedman, G. (2020, June 2). *6 Factors Community Colleges Should Consider in Their COVID-19 Response*. EdSurge. https://www.edsurge.com/news/2020-06-02-six-factorscommunity-colleges-should-consider-in-their-covid-19-response

- Freedman, G. (2018, December 27). *Higher Ed Needs to Bridge the 'App Gap' to Reach Students*. EdSurge. https://www.edsurge.com/news/2018-11-29-higher-ed-needs-tobridge-the-app-gap-to-reach-students

- Freedman, G. (2018b, December 27). *The Lone Ranger Rides Again at ASU+GSV*. EdSurge. https://www.edsurge.com/news/2018-05-01-the-lone-ranger-rides-again-at-asugsv

## NLET.org

- Freedman, G. (2021, October). *The Education-Employment Crisis: A Critical Overview*. https://nlet.org/reports/education-employment-crisis/

- Freedman, G. (2021, April). *The Newest Economy: Welcome to the Credential Currency Revolution*. Hungry Minds. https://nlet.org/reports/the-newest-economy/

- Freedman, G. (2020, April). *The Math Problem: Removing the Math Barrier to College Completion*. 2021, NLET.org

- *Standards-Based Math Education by Design*, 2020, NLET.org

- Freedman, G. (2019, June 28). *Bursting the Campus Technology Bubble Where are the Flying Cars?* NLET. https://nlet.org/bursting-the-campus-technology-bubble-where-arethe-flying-cars/

- Gordon Freedman, President, National Laboratory for Education Transformation. (2017, March 8). *How Should Higher Ed Leaders Think About Data?* The EvoLLLution. http://evolllution.com/technology/tech-tools-and-resources/how-should-higher-edleaders-think-about-data/

## Social Media

LinkedIn

- Freedman, G. (2021, Dec. 29) Arthur Levine's "The Great Upheaval" Higher Education as a Multiversity. [Post]. LinkedIn. https://www.linkedin.com/pulse/arthur-levines-greatupheaval-multiverse-higher-gordon-freedman/?trackingId=rzL0TaWNih%2BufjRyxdcsOA%3D%3D

- Freedman, G. (2021, Apr. 26). Mars Bound, Now Who Are the Aliens? [Post]. LinkedIn. https://www.linkedin.com/pulse/mars-bound-now-who-aliens-gordon-freedman/

- Freedman, G. (2020, Aug. 18).Are Adjuncts the Future of Higher Ed?  [Post]. LinkedIn. https://www.linkedin.com/pulse/adjuncts-future-higher-ed-gordon-freedman/

- Freedman, G. (2020, Apr. 30). Campus Tech & Post-Covid Operations. [Post]. LinkedIn. https://www.linkedin.com/pulse/campus-tech-post-covid-operations-gordon-freedman/

- Freedman, G. (2019, Sept. 27).Watergate University: A Lesson in Truth. [Post]. LinkedIn. https://www.linkedin.com/pulse/watergate-university-lesson-truth-gordonfreedman/

- Freedman, G. (2020, Sept. 27).California Dreaming: Addressing the Training-to-Work "3-Body Problem", [Post]. LinkedIn. https://www.linkedin.com/pulse/california-dreaming-addressing-training-to-work-3body-freedman/

- Freedman, G. (2018, Dec. 04).Higher Ed Needs to Bridge the 'App Gap' to Reach Students, [Post]. LinkedIn. https://www.linkedin.com/pulse/higher-ed-needs-bridge-appgap-reach-students-gordon-freedman/

- Freedman, G. (2018, July. 11).OER @ 16, "Where are You?", [Post]. LinkedIn. https://www.linkedin.com/pulse/oer-16-where-you-gordon-freedman/

- Freedman, G. (2018, May, 03).The Lone Ranger Rides Again at the ASU-GSV Conference, [Post]. LinkedIn. https://www.linkedin.com/pulse/lone-ranger-rides-againasu-gsv-conference-gordon-freedman/

- Freedman, G. (2018, Mar. 14).A Brief Moment of Silence for Stephen Hawking, [Post]. Linkedin. https://www.linkedin.com/pulse/brief-moment-silence-stephen-hawking-gordonfreedman/

- Freedman, G. (2016, Dec. 28). The Future of Academic Tech, Join the Conversation, [Post]. LinkedIn. https://www.linkedin.com/pulse/future-academic-tech-joinconversation-gordon-freedman

- Freedman, G. (2016, Dec. 23). Taking Online Learning "Offline", [Post]. LinkedIn. https://www.linkedin.com/pulse/taking-online-learning-offline-gordon-freedman

- Freedman, G. (2021, November 10). *An upside-down world in education and work. Work Shift*. *https://workshift.opencampusmedia.org/an-upside-down-world-in-education-andwork/*

**Books** Education

- *[Virtual Schools: Planning For Success](#)* (Contributor), Teachers College Press, 2005

## Technical Reports, Papers, and Other Articles

Selected Commissioned Reports

- Freedman, G. (2003) *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. [http://edpath.com/index_htm_files/VHSReport.pdf](http://edpath.com/index_htm_files/VHSReport.pdf)

Selected Education White Papers

- Freedman, G. (2009) *Is the Tipping Point for Education in Sight?* Blackboard K20 Progression Council. The Blackboard Institute. [https://gordonfreedman.com/wpcontent/uploads/2012/01/gordonfreedmanblackboardreport.pdf](https://gordonfreedman.com/wpcontent/uploads/2012/01/gordonfreedmanblackboardreport.pdf) *[Unlocking the Global Education Imperative](#):*

- Freedman, G. (2008). *Future Directions in Higher Education in a Global Context: Implications for International Educators: Unlocking the Global Education Imperative: Core Challenges & Critical Responses (Plenary Session II; Word Doc) | CONAHEC: Consortium for North American Higher Education Collaboration*. CONAHEC. [https://www.conahec.org/fr/resource/future-directions-higher-education-global-contextimplications-international-educators-0](https://www.conahec.org/fr/resource/future-directions-higher-education-global-contextimplications-international-educators-0)

## Twitter

- [GFREED](#)

## Ealy Education Writing

- Freedman, G. (2014). Google$^{TM}$ versus Me$^{TM}$: Who Owns the Rights to My Digital DNA? *Policy Futures in Education*, *12*(4), 482–490. [https://doi.org/10.2304/pfie.2014.12.4.482](https://doi.org/10.2304/pfie.2014.12.4.482)

- Freedman, G. (2012, April 29). *Cloud Technology Can Lift the Fog Over Higher Education*. The Chronicle of Higher Education [https://www.chronicle.com/article/cloudtechnology-can-lift-the-fog-over-higher-education/](https://www.chronicle.com/article/cloudtechnology-can-lift-the-fog-over-higher-education/)

- Freedman, G. (2012a, February). *A Different Stage of Imagination" How Do We Create "Smart Colleges".* The Source. *[https://gordonfreedman.com/wpcontent/uploads/2012/03/imaginationreport.pdf](https://gordonfreedman.com/wpcontent/uploads/2012/03/imaginationreport.pdf)*

- Freedman, G. (2009, July). *Is The Tipping Point For Education in Sight*. Blackboard Institute. [https://www.gordonfreedman.com/wp-](https://www.gordonfreedman.com/wp-)

content/uploads/2012/01/gordonfreedmanblackboardreport.pdf

- Freedman, G. (2008b). *Unlocking the Global Education Imperative*. Conahec.org. https://conahec.org/documents/Monterrey2008/GordonFreedmanGlobalEducationImperativeReport-PS2.pdf

- Freedman, G. (2006). *Education in the Information Age.* Knowledge Base. https://gordonfreedman.com/wp-content/uploads/2021/05/EIA-Freedman.pdf

- Freedman, G. (2005).   The coming transformation of the textbook, *Logos*, *16*(3), 120126. doi: https://doi.org/10.2959/logo.2005.16.3.120

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

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

- Freedman, G. (2006, May 15). *Eyes Closed Tight*. Tech Learning Magazine. https://www.techlearning.com/news/eyes-closed-tight

- Freedman, G. (2005a). Calexico High School: College Prep on the Border. *University of California College Prep Online Magazine*. https://gordonfreedman.com/wpcontent/uploads/2021/05/ONLINE-Magazine-Spring-2005.pdf

- Freedman, G., Darrow, R., & Watson, J. (2002). *The California virtual school report: A national survey of virtual education practice and policy with recommendations for the State of California*. Report commissioned by the University of California College Preparatory Initiative. http://www.edpath.com/images/VHSReport.pdf

**News & News Media /**

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

**ABC Nightline,** Occasional Shows

**ABC World News Tonight,** Occasional Shows

**ABC News 20/20 Magazine**

**Journalistic Reporting, 1978-80**

**Washington Post**
**Stringer,** Washington

**Atlanta Journal & Constitution**
**Correspondent,** Washington

# Non-Profit Education Service

**Michigan Virtual High School**                                        Grand Rapids, MI
**Fellow**
2013-2018
- Concentrates on the state-level transcription and records for individual students.

**SRI.com**                                                              Menlo Park, CA
**Fellow**
2011-2015
- Advises on education technology
- Advises on education market development.

**Innovations in Learning**                                             Chicago, IL
**Advisory Board Member**
2009-2011
- Devoted pioneer of early years hand-held learning in math and reading for Chicago nonprofit. .

**California K20 Education Technology Collaborative**                    Sacramento, CA
**Steering Committee member**
2008-2010
- Early organizer of Collaborative, a multi-year effort to collaborate on online education technology .

**Innovate-Educate**                                                    Santa Fe, NM
**Board Member Executive Committee**
2008-2010
- Helped form, set strategy, and design a new  non-profit organization focused on pioneering K20 education reform centered on working cross-agency with state level issues in New Mexico.

**Curriki**                                                             Cupertino, CA
**Advisory Board Member**
2008-2011
- Assisted with strategic direction
- Worked on non-profit and corporate alliances.

**XRI-Global**                                                          Stanford University
**Board Member**
2007-2012
- Served on the board. Organized by Stanford Graduate School of Education, Dr. Paul Kim

**[Partnership for 21st Century Learning](#)**                                          Washington, DC
**Board Member**
2007-2008
- worked on state level media, fund-raising, and marketing strategies

**Fairfax County, VA Education Foundation**                                          Fairfax, VA
**Board Member**
2003-2007
- Assisted District in utilizing technology-based education solutions with other foundation board members.

**International Association for K12 Online Education (iNACOL)**                    Washington, DC
**Advisor**
2003-2007
- One of the original founders and organizers of the original organization, NACOL

**National Education Technology Plan**                                          Washington, DC
**Contributor**
 2010-2011
- Contributed to US Department of Education

**[UC Berkeley Center for Studies in Higher Education](#)**                          Berkeley, CA
**Fellow**
2000-2001
- Worked on the role of for-profit university providers in higher education.

**[International School of Monterey (K-8 CA Charter)](#)**                          Monterey, CA
**Co-Founder**
2000-2007
- Served as Board Member of California K-8 International Charter School, using charter structure to fund first publicly-funded International School in the US