



BILL GOODWYN

President & CEO, Discovery Education

A 29-year veteran of Discovery Communications, Bill Goodwyn is president and CEO of Discovery Education. As the leading provider of digital textbooks, curriculum-based digital content, and professional development, Discovery Education is transforming teaching and learning worldwide. Serving 4.5 million educators and over 50 million students, Discovery Education's services are in half of U.S. classrooms, 50 percent of all primary schools in the U.K., and more than 50 countries.

Under Mr. Goodwyn's leadership, Discovery Education pioneered the development and implementation of digital textbooks. Designed to replace traditional, hardcopy textbooks as the primary resource for classroom instruction, Discovery Education's engaging digital textbooks, or Techbooks, are among the first to be adopted in multiple U.S. states. In addition, Goodwyn launched the company's efforts to forge strategic alliances with Fortune 500 companies, foundations, and associations supporting public education initiatives in the fields of STEM, sustainability, health, financial literacy, and more.

Previously, Mr. Goodwyn oversaw all content distribution strategy, sales, and marketing in North America for Discovery's digital content and portfolio of 13 U.S. networks, including Discovery Channel, TLC, Animal Planet, Oprah Winfrey Network, and Science Channel. Mr. Goodwyn was subsequently promoted to president of global distribution, where he was responsible for content distribution for Discovery's more than 100 networks in over 180 countries and territories around the world.

Mr. Goodwyn is currently a trustee for the Committee Encouraging Corporate Philanthropy (CECP). Additionally, he serves on the Board for the Central Piedmont Community College Foundation, Cable & Telecommunications Association for Marketing (CTAM) Education Foundation, T. Howard Foundation (diversity in media) and the UNC School of Media and Journalism Board of Advisors.

Acknowledging his passion and commitment to excellence and innovation in education, EdTech Digest recognized Mr. Goodwyn with their prestigious Leadership Award. Additionally, Goodwyn has been named one of the top "100 CEO Leaders in STEM" for 2016 by STEMconnector®. In 2015, Mr. Goodwyn was honored by the Association of American Publishers PreK-12 Learning Group with the Visionary Award, which recognizes professionals making a significant impact within the educational community.

Recently, Goodwyn was presented the AdvancED Global Excellence in Education Award and included in the virtual EdTech Time Capsule created by EdScoop and the Consortium for School Networking (CoSN), which highlights the top 25 people and developments from the last 25 years that have transformed education through technology.

In recognition of his career achievements in the cable industry, Mr. Goodwyn was inducted into the Broadcasting & Cable Hall of Fame in 2013, was named a Cable Pioneer, and has been awarded the NCTA - The Internet & Television Association's Vanguard Award, the highest honor for young leadership.

Under his stewardship, Discovery Education has been recognized with a number of industry honors, including awards from the Association of Educational Publishers, Software & Information Industry Association, ComputED Learning Lab, Ed Tech Digest, Learning Magazine, and Tech & Learning magazine. Discovery Education has also been named by Fast Company as one of the "10 Most Innovative Companies in Education." Most recently, Discovery Education was named Best Corporate Steward (small to middle market business) by the US Chamber of Commerce Foundation's Citizens Awards.