

# DISCOVERY EDUCATION



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### **BILL GOODWYN**

*President and CEO  
Discovery Education*

A 27-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 more than 3.5 million educators and 35 million students, Discovery Education's award-winning services are available in more than half of U.S. classrooms and 50 countries around the globe.

Under 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 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.

Acknowledging his passion and commitment to excellence and innovation in education, *EdTech Digest* recognized Goodwyn with its prestigious Leadership Award. 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, *EdTech Digest*, *Learning* magazine, and *Tech & Learning* magazine. Discovery Education has also been named an Edison Award Finalist and has been named by Fast Company as one of the 10 Most Innovative Companies in Education.

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

In recognition of his career achievements, Goodwyn was inducted into the Broadcasting & Cable Hall of Fame in 2013, was named one of the Cable Center's Cable TV Pioneers, and has been awarded the National Cable & Telecommunications Association's Vanguard Award, the highest honor for Young Leadership. His industry and civic commitments have included board positions with the Cable & Telecommunications Association for Marketing (CTAM), CTAM's Educational Foundation, the T. Howard Foundation (diversity in media), the Alexander Youth Network, and the UNC-Chapel Hill Journalism and Communications School Board of Advisors. Goodwyn currently sits on the *EdWeek* Market Brief advisory board.

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### **KELLI CAMPBELL**

*Senior Vice President  
Discovery Education*

In her current position as senior vice president, Kelli Campbell fulfills a dual role – overseeing the Discovery Education experience from product development through school implementation, as well as serving as interim managing director for the company's UK operations.

Campbell leads product strategy across curriculum, instruction, and assessment services, ensuring that high quality, engaging digital

resources are provided to transform teaching and learning in schools worldwide. In addition, she oversees the development of customized solutions that meet school partners' unique challenges and academic goals, including collaborative professional development designed to help educators effectively integrate technology into instruction. Campbell oversees all operational aspects of Discovery Education's products, services and classroom implementation.

In this capacity, Campbell has helped fuel innovation and curriculum development, spearheading the company's entrance into the digital textbook market in 2011. Spanning K-12 science, middle school social studies, and middle and high school math, the Discovery Education Techbooks have positively impacted more than 830,000 students and teachers nationwide. Discovery Education's digital Techbooks are designed to replace textbooks as the next generation of core instructional resources for America's classrooms.

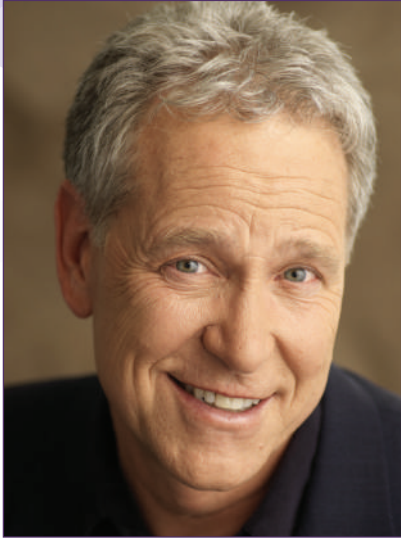
As interim managing director, Campbell oversees the company's solutions for teachers and pupils in the UK, including curriculum-aligned digital content and professional development for primary and secondary schools.

Campbell is an acknowledged thought leader on education's transition to digital content. She has presented at numerous national and regional education conferences on the subject and has contributed to numerous articles in national publications on the replacement of textbooks by digital resources. She served on the committee that developed the "Digital Textbook Playbook," the Obama administration's plan for schools to get digital textbooks in students' hands within five years. In 2014, Campbell was named one of the Alliance for Women in Media's Women with Solutions for her leadership in science, technology, engineering and math (STEM). In 2012, she was acknowledged with a Women in Technology Leadership Award. Campbell is a member of the Board of Trustees for The Woods Academy in Bethesda, Maryland, as well as the Advisory Board for Discovery Communications' Women's Leadership Network.

In previous roles at Discovery Education, Campbell oversaw the launch of several emerging businesses, such as Techbook, and led the team developing the company's award-winning flagship service, Discovery Education Streaming. Before joining the company, Campbell served as vice president and general manager for Clearvue & SVE, a Chicago-based educational content company. An early pioneer in using digital content for instruction, she directed the creation and launch of the award-winning PowerMediaPlus.com media-on-demand system.

A graduate of the University of Illinois at Urbana-Champaign, Campbell currently lives with her husband and two children in Bethesda.

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### **HALL DAVIDSON**

*Senior Director  
Global Learning Initiatives*

Hall Davidson supports the global partnerships, teacher networks and learning initiatives of Discovery Education. A renowned speaker in educational technology, he presents to audiences around the world to educate and inspire them to leverage the power of technology in today's classrooms. These high-energy, impactful keynotes have built an impressive following as Davidson tweets, blogs, writes articles and conducts webinars for leaders, educational

publications, national associations and teachers worldwide.

Davidson began his career teaching middle and high school English, mathematics, Spanish and bilingual mathematics. He left the classroom to teach math on television on an Emmy-winning program in Los Angeles and spent the next 20 years working in educational media at Los Angeles-area PBS stations. He has been on the faculty of two colleges for teacher education.

Davidson was an early adopting champion of educational technology, having co-authored TechWorks and co-founded Kitzu.org, a free online curriculum kit resource. Thirty years ago he helped launch a curriculum-based media festival and subsequently assumed the director's mantle of the nation's oldest student media festival. A member of the National Council of Teachers for Mathematics, he currently serves on the board for the International Society for Technology in Education (ISTE).

He has received numerous awards, including the prestigious 2011 "Make IT Happen" award, an internationally recognized program from ISTE for K-16 educators and leaders in the field of educational technology integration.

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### **SCOTT KINNEY**

*Senior Vice President  
Education Partnerships*

An acknowledged thought leader and powerful voice in support of educational technology, Scott Kinney has more than 20 years of experience in the education industry. As senior vice president for Discovery Education, Kinney cultivates partnerships with school systems worldwide, working with educators and administrators to develop customized solutions that support their strategic goals and empower them to make the transition from print to digital.

Under his leadership, Discovery Education services are transforming teaching and learning in more than half of US schools and primary schools in England, as well as 50 countries around the world.

Kinney also consults with high-level education officials, US governors, and foreign ministries of education. He oversees the Discovery Educator Network (DEN), a global community of education professionals passionate about transforming teaching and learning with digital media and other educational technologies.

Kinney has testified before Congress on the Future of Learning, spoken at countless education conferences, keynoted numerous administrator events and contributed to various national education publications. He is a member of the EdNET 2015 Industry Advisory Board, and also serves on the Corporate Advisory Board at EveryoneOn, a national nonprofit working to eliminate the digital divide by making high-speed, low-cost Internet service and computers, and free digital literacy courses accessible to all unconnected Americans.

Prior to joining Discovery Education, Kinney spent 15 years in public education serving at both a school district and regional service center. In addition to his K-12 work, Kinney has taught undergraduate and graduate classes for Kent State University and Penn State University. Kinney also launched a partnership with Wilkes University, which offers in-service educators the opportunity to advance their careers through the accelerated, non-degree EDGE program or through the online, fully accredited Master of Science in Instructional Media program.



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### **BILL MCDONALD**

*Vice President  
Techbook Curriculum Development*

As vice president of Techbook curriculum development, Bill McDonald leads the team that develops content for Discovery Education's digital textbook series, including the K-12 Science Techbooks, Middle School Social Studies Techbooks, and Middle and High School Math Techbooks. McDonald and his team work closely with the product development team to expand and update curriculum and instructional content for the Techbooks. They play a key role

in ensuring curriculum and content meet each state's unique academic standards. McDonald's team also supports the professional development team and educational stakeholders in districts across the country with implementation of the Techbooks in classrooms. Additionally, McDonald works collaboratively with the corporate partnerships team and interacts with clients including 3M, The Nature Conservancy, and the Siemens Foundation to ensure that Discovery Education's content is accurate, engaging, and relevant.

McDonald has more than 40 years of experience in the education industry. He taught elementary and middle school science, mathematics, and technology; was an elementary science supervisor; served as a director of curriculum development; and was a director of elementary instruction and achievement in a large district.

An acknowledged thought leader, McDonald has been appointed to the Maryland Governor's Partnership for Children in the Environment. Previously, he served as a board member for the Maryland Association of Science Teachers, as a member of the National Research Council Review Committee for the National Science Education Standards and as principal investigator for the National Science Foundation's Inquiry-Based Science Project.



### **ROBERT ONSI**

*Senior Vice President  
Product Development*

As senior vice president of product development, Bob Onsi ensures that Discovery Education's digital resources and services meet the needs of 21st Century educators and students. With more than 14 years of experience developing cloud-based technology products, including 12 years in the education industry, Onsi leads the development of Discovery Education's Techbook series, an award-winning digital textbook solution for K-12 teachers

and students. Additionally, Onsi is responsible for the development of Discovery Education's flagship streaming service, which is available in more than half of U.S. schools. Onsi has worked with policymakers and state departments of education and leads textbook adoption efforts for Discovery Education.

Under Onsi's leadership, Discovery Education's services have been recognized with numerous awards in recent years, including honors from the Software & Information Industry Association (SIIA), Edison Awards, *Learning* magazine, Association of Educational Publishers, ComputED Learning Lab and *Tech & Learning* magazine.

Onsi has presented at numerous national education conferences, including the National Science Teachers Association annual conference, International Society for Technology in Education conference, CUE Digital Textbook Summit and the Leadership 3.0 Symposium.

Onsi holds a master's degree in business administration from the Darden School at the University of Virginia and a bachelor's degree from the University of Richmond.

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### **PATRICK VENNEBUSH**

*Director of Mathematics  
Discovery Education*

As director of mathematics at Discovery Education, Patrick Vennebush leads the development of digital media and curriculum materials for all Discovery Education mathematics services.

Prior to joining the company, Vennebush was online projects manager at the National Council of Teachers of Mathematics (NCTM), where he developed mathematics content for Illuminations, a professional development website

providing free standards-based lessons and online activities for teachers. He has also worked for Educational Testing Services, PBS TeacherLine, Math Resources, Inc. and MATHCOUNTS. Vennebush began his career as a mathematics teacher at the Mercer Area Junior/Senior High School in Pennsylvania.

Among his many industry achievements, he served as chair of the MATHCOUNTS Question Writing Committee, speaks frequently at local, regional, and state mathematics conferences, and has been published on multiple occasions in NCTM's journals. He is the author of *Math Jokes 4 Mathy Folks* and maintains a popular blog of the same name.

Vennebush holds a bachelor's degree from Pennsylvania State University, where he received an Alumni Achievement Award, and a master's degree in curriculum and instruction from the University of Maryland.