

Catherine M. Casserly, Ph.D.

Learning Innovation Leader



Respected learning innovator and open education advocate with outstanding record of leadership and program success partners with executives to address diverse organizational and leadership challenges. Domestic and international expertise ranges from transforming entities at critical inflection points to pioneering new open learning models that leverage digital and mobile technology. Inclusive manager offers long history of collaboration with foundations and nonprofits through leadership, board, and task force positions. Experienced presenter, panelist, and author challenges entrenched thinking and positions non-profits and fast-growth companies for accelerated performance.

**Organizational Strategy, Leadership & Transformation, Culture Development | Boards & Task Forces | Technology Start-Ups
Team Leadership & Development | P&L Ownership | Digital & Mobile Delivery Models | Open Learning Open Educational
Resources | Knowledge Share Solutions | Organizational Design**

Representative Career Highlights

- ✓ Served as chief architect of the Open Educational Resources field at the Hewlett Foundation. Managed a portfolio of more than \$100 million to make high quality learning content available at no-cost on the Web.
- ✓ Re-launched a 25-person global non-profit focused on sharing educational and cultural assets. Addressed operational and governance challenges. Revised the strategic plan to include open education focus and new license products. Raised \$12 million in first two years - licensed assets doubled from 400 million to 882 million during three-year tenure.
- ✓ Selected to join the esteemed Aspen Institute in 2013 as a Fellow. Initially served as one of 20 innovative and respected minds for prestigious Task Force and later provided oversight for the implementation of recommendations set forth by the Task Force on Learning and the Internet. Represented the Task Force on Capitol Hill and at national conferences.
- ✓ Developed global partnerships and influenced product development for a fast-growth edtech start-up. Contributed to recognition of organization as a critical thought leader during tenure.
- ✓ Established a consultancy in 2014 to deliver strategic advice to executives and organizations operating within the education sector.
- ✓ Appointed to serve as Trustee for the San Mateo Office of Education. Provided oversight for a \$70 million annual budget, policy for 700 personnel and associate programs. Served as delegate representative to the California School Boards Association.
- ✓ Achieved Ph.D from Stanford University in 1996; Doctorate of Philosophy, Economics of Education.
- ✓ Cultivated expansive network and supported advances in open learning/OER through board, task force and executive positions held at organizations such as Aspen Institute, The Carnegie Foundation for the Advancement of Teaching, The William and Flora Hewlett Foundation, National Science Foundation, Digital Public Library of America, Creative Commons, MIT OpenCourseWare, and University of the People.

Professional Experience

CASSERLY CONSULTING & COACHING, LLC, Palo Alto, CA

Principal, April 2014 - Present

Created a consulting practice to partner with executives and organizations operating within the education, philanthropy, and technology sectors. Engagements – ranging in complexity and scale – include development of new strategic opportunities and identifying key leverage points to advance organizations and individuals in transition. Representative clients include Lumina Foundation, Carnegie Foundation for the Advancement of Teaching, William and Flora Hewlett Foundation, Spring Point Partners, and Aspen Institute.

EDCAST, INC., Mountain View, CA

Strategic Advisor | Vice President, Learning Networks, November 2014 – January 2016

Originally retained as advisor then recruited to provide oversight for partnerships for this fast-growth edtech start-up.

- Employee number 13, contributed to the development of the social collaboration learning platform features, and the product roadmap for digital and mobile course delivery for corporate and higher education clients.
- Established and cultivated partnerships with organizations internationally.
- Helped drive increase in annual revenue across two years.
- Led the 300-person academic and edtech focused Future of Learning 2020 Summit at Stanford University.

CREATIVE COMMONS, Mountain View, CA

President and Chief Executive Officer, April 2011 – March 2014

Led global non-profit dedicated to the sharing of educational and cultural assets through its ten-year re-launch transition period. Held accountability for all operational and fiscal functions of the organization. Leveraged a \$5 million budget and managed a staff of 25.

- Developed and executed against a three-year strategic plan and re-launched the entity to be a leading advocate of open and collaborative practices in the domain of open learning. Re-focused work in the areas of culture, science and data. Positioned the organization for strong governance and performance moving forward.
- Prioritized updating open licenses – launched 4.0 international, and first inter-governmental organizational licenses.
- Grew the entity to 25 staff with an inclusive global affiliate network across more than 70 countries.
- Led campaign efforts to secure more than \$12 million in funding.

THE CARNEGIE FOUNDATION FOR THE ADVANCEMENT OF TEACHING, Stanford, CA

Vice President, Innovation and Open Networks, April 2009 – March 2011

Selected as a founding member of the executive team focused on integrating improvement science and networked improvement communities into education for this established Foundation.

- Identified opportunities to amplify the pace and impact of efforts by leveraging external networks and organizations.
- Launched the renowned Carnegie Mathematics program and positioned the program for continued success.
- Established partnerships with extensive network of organizations.
- Served as primary liaison with grant-making foundations. Secured more than \$14 million in funding.

THE WILLIAM AND FLORA HEWLETT FOUNDATION, Menlo Park, CA

Initiative Director | Program, Officer, March 2001 – March 2009

Recruited to develop program at the nexus of learning and technology. Efforts resulted in the launch of the Open Educational Resources field. Built and led a complex portfolio of more than 60 grantees across the globe to leverage the Internet for learning.

- Managed an active portfolio of more than \$60 million to make high quality learning content available on the web at no-cost through new models for learning and knowledge sharing.
- Established strategic priorities and identified partnering agencies to leverage worldwide participation.
- Represented the organization at national and international conferences to increase organizational and mission recognition.

WALTER S. JOHNSON FOUNDATION, Menlo Park, CA

Program Officer for Evaluation, August 1996 – July 1998

Hired by the family foundation to manage strategic planning process, evaluate grant programs and complete needs assessments.

- Developed and implemented a comprehensive evaluation system for the Foundation.
- Delivered evaluation support to grantees seeking to determine the efficacy of education, school-to-career, and youth development services.

INTERNATIONAL VOLUNTEER PROGRAM, Kingston, West Jamaica, West Indies

Teacher of Mathematics, August 1983 – July 1985

Taught high school and first year college-level mathematics. Prepared students for rigorous examinations set by the British Examinations Board. Tutored in ghetto community and high security prison.

Education

STANFORD UNIVERSITY, Stanford, CA

1996: Doctorate of Philosophy, Economics of Education

Lieberman Fellow, 1994 – 1995 academic year

BOSTON COLLEGE, Chestnut Hill, MA

1983: Bachelor of Arts, Mathematics

THE COACHES TRAINING INSTITUTE, San Rafael, CA

2017: Co-Active Coach Training Program

2018: Co-Active Certification Program

Research & Teaching Positions

INSTITUTE FOR THE FUTURE, Palo Alto, CA

Research Affiliate, October 2016 – Present

UNIVERSITY OF AGDER, Kristiansand, Norway

Visiting Faculty, October 2016 – Present

ILLINOIS INSTITUTE OF TECHNOLOGY, INSTITUTE OF DESIGN, Chicago, IL

Visiting Faculty, OpenSource Course Design, October 2014

Research & Teaching Positions Continued...

AMERICAN INSTITUTES FOR RESEARCH, Palo Alto, CA
Research Scientist, July 1995 – January 1996

PEW FORUM ON EDUCATION REFORM, Stanford University, Stanford, CA
Research Staff Member, September 1991 – October 1994

SOCIAL POLICY RESEARCH ASSOCIATES, Menlo Park, CA
Policy Research Consultant, October 1992 – August 1994

SRI INTERNATIONAL, Menlo Park, CA
Policy Analyst | Deputy Program Director, September 1988 – August 1992

CENTER FOR POLICY RESEARCH IN EDUCATION, Stanford University, Stanford, CA
Research Assistant, November 1992 – June 1993

STANFORD UNIVERSITY SCHOOL OF EDUCATION, Stanford University, Stanford, CA
Teaching Assistant, Spring 1992 – Winter 1993

ABT ASSOCIATES INC., Washington, DC
Policy Analyst, June 1987 – August 1988

MATHEMATICA POLICY RESEARCH, Washington, DC
Research Analyst, May 1986 – November 1986

WIDER OPPORTUNITIES FOR WOMEN, Washington, DC
Analyst | Counselor, September 1986 – April 1987

Noteworthy

2019 – Brno University of Technology, Visiting Expert, Innovation and Learning

2014 – Present: National Science Foundation, Advisory Committee, Directorate for Education and Human Resources; Chair, Open Licensing Subcommittee

2014 – 2016: Aspen Institute, Fellow

2016 – University of Saskatchewan, Visiting Expert, Innovation

2015 – National Education Technology Plan 2015, Technical Working Group, US Department of Education

2013 – 2016: Aspen Institute, Task Force on Learning and the Internet, Task Force Member

2012 – 2014: Digital Public Library of America, Inaugural Board Member

2011 – The Open University, UK, Honorary Degree of Doctorate of the University

2011 – 2015: University of the People, Founding Board Member

2011 – 2015: Peer 2 Peer University, Founding Board Member

2011 – President's Award for OpenCourseWare Excellence, Open Education Consortium

2009 – 2010: OpenCourseWare Consortium, Founding Board Member

2009 – 2013: MIT OpenCourseWare, External Advisory Board

Recent Speaking Engagements

2019: World Learning Summit, Does Open = Equality for Learning? Keynote, Universitetet i Agder, Kristiansand, Norway
2017: Global Forum on Innovation in Health Professional Education, Opening Address: Technologies to Scale Up and Spread Innovation in Health Education, National Academies of Sciences, Washington, DC

2017: OpenEd 2017, Keynote: Open Educational Resources and Inclusion: Past, Present and Future. Anaheim, CA.

2017: World Learning Summit, Keynote: Unlocking the Power of Open for Learning and the Public Good, Universitetet i Agder, Kristiansand, Norway

2017: Catalytic Conversations, Personalized Learning, Lifelong Learning & Next Gen Infrastructures, Civitas Learning Space

Representative Publications

Casserly, C.M. & M.S. Smith (2008). *Revolutionizing Education through Innovation: Can Openness Transform Teaching and Learning*. In T. Iiyoshi and M.S.V. Kumar (Ed.), *Opening Up Education: The Collective Advancement of Education through Open Technology, Open Content, and Open Knowledge* (pp. 261-273), Cambridge, MA: MIT Press

Casserly, C.M. (2007, November/December). *The Economics of Open Educational Resources*. *Educational Technology*, Volume 47(6), 14–19

Smith, M.S. & Casserly, C. M. (2006, September/October). *The Promise of Open Educational Resources*. *Change*, 38(5), 8–17