



William Goodloe

President & Chief Executive Officer, SEO

Keynote Speaker

Since William joined SEO as President & CEO in 2001, he and the SEO team have focused on steadily enhancing SEO's programs targeting young people underserved and/or underrepresented at top colleges and in coveted industries.

Each year SEO serves 4,000+ participants nationally and is widely recognized for developing best-in-class programs with exceptional results. SEO's success during William's tenure has led to a 700% increase in young people served annually, along with SEO's budget growing by \$20 million.

William also guided *The Campaign for SEO*, which fully funded the purchase of a new headquarters.

From 1996 through 2001, William was Executive Director of Inner-City Scholarship Fund, which supports NYC Catholic schools serving children from low-income families. Under William's leadership there were dramatic increases in funding for schools, student scholarships, and school capital repairs, as more than \$100 million was raised in annual and endowment funds.

William began his career in advertising and sales management, including positions with Procter & Gamble and Corning Inc.

William is a trustee of the Altman Foundation and Partnership Schools. In addition, he serves on advisory boards for Columbia University and the Federal Reserve Bank of NY. He has also been appointed to a citywide commission and an education task force by NYC Mayors Bloomberg and de Blasio, respectively.

William is former board President of the NYC Association of Fundraising Professionals.

William received his MBA from Columbia Business School and B.S. from American University.