

David Wiley

EVENT PLANNER KIT

ABOUT DAVID

One sentence

David Wiley is a keynote speaker, scholar, and entrepreneur who helps higher education leaders build a framework for navigating AI - drawing on lessons from the last time a technology changed everything on campus.

Short bio (for programs and websites)

David Wiley is one of the founders of the open education movement and one of higher education's most trusted voices on openness, AI, and institutional change. An Associate Professor at Marshall University, he has delivered keynotes on six continents - from UNESCO and the OECD to Tsinghua University and the Dutch National Ministry of Education. He is co-founder of Lumen Learning and Degreed, and a recipient of the US President's Lifetime Achievement Award for community service. Fast Company named him one of the 100 Most Creative People in Business. He lives in West Virginia with his wife and four of their five children.

Full bio (for press and marketing)

David Wiley has spent more than 25 years at the intersection of technology and higher education. In the early 1990s, David watched the internet - email, then gopher, then the web - arrive at Marshall University where he was a student. He founded his first company, InterSpec, while still an undergraduate, providing internet training and consulting for website design and dial-up services in the Huntington area. He became Marshall University's first webmaster and chair of the university's Electronic Publishing Oversight Committee, which set policy for online course design, compensation, IP treatment, and more. That experience watching the internet transform campus in real-time, while guiding both technical and policy aspects of the transformation, is the foundation of the work he does today.

David is one of the original founders of the open education movement, having coined the term "open content" and creating the first open source licenses for educational materials in the late 1990s. His work foreshadowed later efforts, including MIT OpenCourseWare, Creative Commons, and the global OER movement. He is currently an Associate Professor at Marshall University, where he teaches entrepreneurship and management information systems and serves as Co-Chair of the university's AI Steering Committee. He is also Dean of the WV Governor's School for Entrepreneurship and Director of The Brad D. Smith Student Incubator.

His academic recognitions include a National Science Foundation CAREER grant, and past appointments as a Nonresident Fellow at the Center for Internet and Society at Stanford Law School, a Peery Social Entrepreneurship Research Fellow at BYU's Marriott School of Business, a Simon Fellow at Carnegie Mellon University, and a Visiting Scholar at the Open University of the Netherlands. He served as President of the Association for Educational Communications and Technology from 2022–2023 and as Education Fellow at Creative Commons from 2013–2016.

As an entrepreneur, David co-founded Lumen Learning and Degreed and founded Mountain Heights Academy and the Open Education Conference. He has been both an Ashoka Fellow and a Shuttleworth Fellow and received the US President's Lifetime Achievement Award for community service. Fast Company named him #78 on its list of the 100 Most Creative People in Business in 2009.

David holds a BFA in Music from Marshall University and a PhD in Instructional Psychology and Technology from Brigham Young University. He enjoys running, hiking, amateur radio (callsign WV80), and musical theater. This summer (2026) he is playing John Hancock in a production of 1776. He is a living organ donor, having donated part of his liver to a close friend. He currently lives with his wife Elaine and four of their five children in West Virginia.

SPEAKER INTRODUCTION

Hand this to whoever is introducing David at your event. Designed to be read aloud as written - approximately 90 seconds.

The question on every campus right now is the same: what do we do about AI?

Our next speaker has been thinking about that question - and the broader relationship between technology and higher education - for more than 25 years. He was there when the internet arrived on campus. He watched institutions panic, experiment, and eventually find their footing. And he has spent the years since helping institutions navigate the next wave before it hits.

He is an Associate Professor at Marshall University, former nonresident fellow at Stanford Law School's Center for Internet and Society, and one of Fast Company's 100 Most Creative People in Business. He has delivered keynotes at institutions ranging from Tsinghua University to UNESCO to the Dutch National Ministry of Education.

Please welcome David Wiley.

THE TALKS

Talk 1 - "We've Been Here Before: What the Last Technological Revolution Can Teach Us About the Next One"

FORMAT

Keynote · 60–90 minutes

BEST FOR

Institutional and organizational leaders in higher education - provosts, presidents, deans, and senior administrators navigating consequential AI decisions right now.

DESCRIPTION FOR YOUR EVENT PROGRAM

Campus leaders are being asked to make high-stakes decisions about generative AI before the applications are clear, before best practices have emerged, and before anyone knows where this is heading. This keynote gives leaders a framework for thinking clearly amidst that uncertainty, drawing on a historical parallel David witnessed firsthand: the internet's arrival on campus in the early 1990s. Grounded in lived experience and research, this talk equips leaders with tools they can use immediately - not to predict the future, but to make confident decisions right now.

WHAT AUDIENCES TAKE AWAY

- A historical framework that reframes urgency without panic
- A turn-and-talk exercise that catalyzes action on campus
- Clarity on what "doing the foundational work now" actually means
- A policy lens on equity and the emerging AI divide

Talk 2 - "Open Education in the Age of Generative AI"

FORMAT

Keynote · 60–90 minutes

BEST FOR

Open education communities, faculty senates, instructional designers, and institutional leaders focused on access and equity.

DESCRIPTION FOR YOUR EVENT PROGRAM

For over a quarter century, the open education movement has pursued a single goal: increasing access to educational opportunity. But materials powered by generative AI are proving to be even more effective at increasing access than static, one-size-fits-all open educational resources. This talk asks the critical question: how do we combine the power of generative AI with the principles of openness to finally achieve what OER alone could not? David offers a practical framework for integrating generative AI, OER, and open pedagogy to dramatically improve student access and outcomes.

WHAT AUDIENCES TAKE AWAY

- Clarity about the mission of open education - and how AI fits within it
- A framework for combining open generative AI, OER, and open pedagogy
- How the 5Rs of openness apply to generative AI tools and technologies
- Concrete next steps for open education practitioners

LOGISTICS & TECHNICAL REQUIREMENTS

AV Requirements

- Wireless lavalier microphone preferred but not required
- Clicker/presentation remote (David will bring his own as backup)
- HDMI connection to display; USB-C adapter appreciated
- Screen ratio: 16:9
- Slides in Google Slides; PDF backup always provided
- Internet connection may be required if demos will be part of the presentation

Room Setup

- Comfortable with theater, classroom, or banquet-round configurations
- Prefers not to present from a riser more than 18 inches high (audience connection)
- A brief sound check 20–30 minutes before the session is appreciated but not required

Timing

- Arrives ready to present; no green room required
- Happy to do a meet-and-greet or informal Q&A before or after - just let him know in advance
- Loves the chance to meet informally with student groups (e.g., over lunch)
- Please build in 5 minutes of buffer before the session for housekeeping announcements

Booking Lead Time

- Keynote bookings: ideally 60–90 days in advance
- For events requiring significant travel, 90+ days preferred
- Last-minute inquiries are welcome - David will do his best

PROMOTIONAL ASSETS

Photos & Headshots

A range of photos are available at: [flickr.com/photos/davidwiley/albums/72157631006713964](https://www.flickr.com/photos/davidwiley/albums/72157631006713964)

Social Media

- Website: davidwiley.com
- LinkedIn: [linkedin.com/in/opencontent](https://www.linkedin.com/in/opencontent)
- Twitter/X: @opencontent

Suggested Promotional Copy

FOR EMAIL ANNOUNCEMENTS

"We're thrilled to welcome David Wiley as our keynote speaker. David is one of higher education's foremost voices on AI, openness, and institutional change - drawing on 25+ years at the intersection of technology and campus life to give leaders a framework they can actually use."

FOR SOCIAL MEDIA

"Excited to announce @opencontent as our keynote speaker. If your campus is wrestling with what to do about AI, this is the talk you need. #HigherEd #AI #OpenEducation"

FREQUENTLY ASKED QUESTIONS

Can David customize the talk for our specific institution or theme?

Yes. David does a pre-event call with every client to understand your audience, your current AI conversations on campus, and what you're hoping attendees walk away with. The core framework stays consistent; the framing, examples, and emphasis are customized for your event.

Can David present virtually?

Yes. David has delivered keynotes to audiences across the globe virtually and in-person. For virtual events, he uses a dedicated home studio setup and recommends a platform check 30 minutes before the session.

How long is the typical keynote?

David's standard keynote runs 60 minutes with Q&A, or 90 minutes for a deeper session with built-in discussion time. He can also do 45-minute conference keynotes. Let him know your format and he'll tailor accordingly.

Does David do breakout sessions or workshops in addition to a keynote?

Yes. A half-day workshop that extends the keynote framework is available for groups that want to move from understanding to action. Inquire for details.

What is David's travel policy?

David is based in West Virginia and travels nationally and internationally. Travel is billed at cost. For international engagements, please inquire early.

How do we book David?

Use the inquiry form at davidwiley.com or email speaking@davidwiley.com directly. David typically responds within 1–2 business days.

Thank you for the opportunity to work together. David's goal is to make your event a success - and to make the planning process as easy as possible for you.

<https://davidwiley.com> · speaking@davidwiley.com