# William A. Goodloe

William Goodloe is President & CEO of Sponsors for Educational Opportunity (SEO), a national nonprofit organization based in New York City, with offices in London, England. William has gained widespread recognition for developing comprehensive programs that prepare underserved and underrepresented young people for leadership roles in society.

Founded in 1963, SEO serves 1,000+ young people each year. The SEO Scholars Program prepares high potential NYC public high school students to earn entry and excel at competitive colleges. The SEO Career Program recruits and trains college students for summer internships that typically lead to full-time jobs and careers in the most competitive industries worldwide.

Since William joined SEO in 2001, the number of students served annually has tripled and annual revenues have more than doubled. William also directed the launch of The Campaign for SEO, which has raised more than $13 million to date, allowing SEO to fully fund the purchase of a new headquarters.

From 1996 through 2001 William was Executive Director of Inner-City Scholarship Fund, which raises funds to assist Catholic schools serving children from low-income families. During his tenure, annual revenues increased more than 70% to $13 million and an endowment campaign raised an additional $68 million, leading to significant increases in student scholarships and capital repairs to schools.

Previously, William served as Vice President of the Center for Youth Development after beginning his career in advertising and sales management, including positions with Procter & Gamble and Corning Inc.

William is currently a board member of the Altman Foundation and LSA Family Health Service, and serves on the advisory board of Columbia University's Master of Science Program in Fundraising Management. Previously, he was appointed by Mayor Bloomberg to serve on the NYC Commission for Economic Opportunity. William is former board President of the Association of Fundraising Professionals, Greater New York Chapter.

William received his MBA from Columbia Business School and his undergraduate degree from American University.

12/11