



PBS Education Executive Team

Robert M. Lippincott
Senior Vice President
Education

Robert M. Lippincott is senior vice president for Education, responsible for the development and implementation of effective public media educational programming and services for PBS, local public television stations, students, teachers and parents. His tasks include strategic and operational planning, securing new financial resources and leveraging new technologies to expand PBS' education services.

Before joining PBS, Mr. Lippincott served in a wide variety of leadership positions in schools and businesses building and applying media and communications technology to education. He has been a classroom teacher, a member of the faculty of Harvard University, Graduate School of Education, and a pioneer in multimedia and Internet design for K-12 audiences. His track record of project, product and learning success with media and telecommunication businesses includes serving as director of interactive technologies at WGBH Educational Foundation, Boston's public broadcasting station.

Most recently, Mr. Lippincott served as senior vice president of product development for Discovery Education, the newest division of Discovery Communications, Inc., responsible for the digital video streaming, online and hard copy products developed for the home and school markets. Previously, he was president and CEO of the early-childhood assessment company, Children's Progress, Inc. He also served as senior vice president and general manager for the Pearson Education company, Family Education Network.

Mr. Lippincott holds a bachelor's degree from Swarthmore College in literature and a master's degree in educational technology from Harvard University.

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Kimberly A. Smith
Vice President
Education

Kimberly A. Smith is vice president for Education at PBS where she directs the strategy and execution of Internet-based initiatives, including the expansion of the PBS Teachers Web site and the creation of a public digital media repository, in support of local public television stations' education outreach efforts.

Before joining PBS, Ms. Smith was President of K12 digimedia, a digital education strategy and development firm that helps companies create engaging digital products and services – Web sites, DVDs, CD-ROMs and broadband – for teachers and students.

Prior to launching K12 digimedia, Ms. Smith was vice president of product development for Discovery Education, a division of Discovery Communications, Inc. – parent company of Discovery Channel, TLC, Animal Planet, Travel Channel, Discovery.com, and other international media brands. In her role at Discovery Education, Ms. Smith directed the strategy and production of a portfolio of broadband, DVD and CD-ROM products for the K-12 school market, including unitedstreaming – Discovery Education's flagship video-on-demand service in 70% of K-12 schools – and a line of curriculum-based digital products.

Prior to joining Discovery, Ms. Smith worked at the Corporation for Public Broadcasting with the Annenberg Project. Funded by the late Walter H. Annenberg, the Project developed and marketed media-based college courses and distributed the content online and through satellite television. Ms. Smith oversaw the launch of the online distribution channel, Learner Online, and pioneered delivering interactive educational content in the early days of the Web.

Outside of her professional endeavors, Ms. Smith is a member of the Association of Educational Publishers (AEP) and served as a judge for the 2007 AEP Golden Lamp Awards. She is a member of the Greater Washington Urban League and served on the Board of Directors. She is on the board of the Executive Leadership Council's young professional group, the Next Generation Network. She is also a board member of the National Association for Multi-Ethnicity in Communications (NAMIC), an organization promoting diversity in media organizations, and founder of the Multicultural Alliance at Discovery Communications.

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