

# WILLIAM MARTIN

Transforming Distance Learning with  
Technology and Humanistic Values

**FOUNDER & CEO**  
Bircham International  
University



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**William Martin**, the esteemed **founder**, and **CEO** of **Bircham International University**, is a visionary educator dedicated to ensuring the success of his students. With a keen focus on maintaining both educational excellence and financial stability, he paves the way for the institution's continued growth and prosperity. His leadership is centered on producing graduates who are not only well-versed in their chosen fields but also equipped with the skills for lifelong learning, drawing inspiration from diverse disciplines such as the humanities and philosophy.

In his unwavering belief, William recognizes the immense potential of a reputable institution committed to upholding ethical values and delivering top-notch education in the realm of adult distance learning. Harnessing the power of cutting-edge technology, he seeks to enhance operational efficiency while keeping the spirit of creativity and humanistic values alive. It is through his astute guidance that a vibrant educational environment thrives, leading to student triumphs, faculty excellence, and the overall prosperity of the institution. Indeed, William's visionary approach has revolutionized the educational landscape, inspiring a culture of lifelong learning.

Beyond the confines of the university, William has utilized the extensive network of BIU to make meaningful contributions to global forums aimed at eradicating world poverty through the transformative power of adult education. His endeavors have garnered recognition from esteemed figures, including a personal audience with **Her Majesty Sofia, Queen of Spain**, as well as presentations at the United Nations in New York and collaborations with Nobel laureate **Muhammad Yunus**.

Today, William takes great pride in presenting Bircham International University as one of the top ten distance learning alternatives for adult degree programs. This captivating narrative emerged from an engaging conversation with the leader himself, delving into the multifaceted dimensions of his leadership, which form the very foundation of this remarkable success story.

### From Filmmaker's Dream to Educational Leadership

William's journey into educational leadership was born out of his own experience as a young aspiring filmmaker in Spain. He had a passion for filmmaking from a young age, but he was unable to study it in his home country. Additionally, he faced financial constraints that prevented him from pursuing a cinematography education in the United States.

Undeterred by these challenges, William delved into research and discovered the concept of distance learning in the early 1990s. Despite the absence of the Internet and search engines like Google, he utilized fax, standard mail, and phone communication to explore various study opportunities. Although he could not find a filmmaking program, he realized the vast array of subjects available for study, mostly offered by educational institutions in the USA and the UK.

These experiences made William recognize the potential of distance learning for individuals like him who could not find their desired programs or afford to study abroad. However, he also identified two significant problems in the field. Firstly, UK and US institutions showed little regard for the specific needs and cultures of foreign students. Secondly, they were often focused solely on making money, leading to substandard offerings from unaccredited institutions.

Having studied business administration, marketing, the humanities, and filmmaking on his own, William embarked on a professional journey in TV production and consulting companies. This path cultivated his mindset for spotting opportunities and developing strategies to capitalize on them. During this time, he pondered whether there was an educational institution that genuinely cared about the idiosyncrasies of people from different cultures and operated with unwavering integrity rather than solely pursuing financial gains. Unfortunately, he found none until he met Deric Bircham.



### A Mentor's Legacy

William found his role model in Deric Bircham, a retired but youthful spirit who hailed from the noble Bircham family of Norfolk, UK. Despite his distinguished background and academic accomplishments, Deric remained humble, an attentive listener, and a source of excellent guidance. He inspired William in many ways, leading to the naming of Bircham International University after him.

William, in his thirties at the time, was frustrated by the inflexibility of traditional educational establishments in adapting their pedagogical approach and curriculum to suit the needs of adult learners. While recognizing the differences between young students and adults, these institutions struggled to implement new norms that fit all profiles, especially due to the unique circumstances and exceptions prevalent in adult education.

As a response to this gap, Bircham International University was conceived and founded with the specific aim of meeting the distinct needs of adult learners pursuing higher education around the world.

### Bircham International University: Empowering Adult Learners

In 1992, Bircham International University was established in response to the lack of effective pedagogical systems

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for adult distance learning in traditional educational institutions. The visionary behind BIU's pedagogical system is Prof. Dr. Deric Bircham, whose expertise and passion drive the BIU Academic Board and Instructors Network

BIU offers a wide range of distance degree programs, including Bachelor's, Master's, and Doctorate (Ph.D.) degrees, as well as continuing education and professional diplomas in various fields such as Business,





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We must learn a new way of educating for a new world and understand that computers are not here to replace us but to empower us.

Communications, Arts, Science, Humanities, Engineering, Technology, Computer Science, Psychology, and Natural Health Sciences. With over 270 majors of study, BIU is committed to providing accessible and affordable education to adult learners worldwide.

BIU is a non-profit institution dedicated to distance learning and higher education. The institution offers personalized distance learning programs that are designed to meet the unique needs of adult learners without disrupting their professional lives. BIU also offers credit for prior learning and experience, making it easier for adult learners to complete their programs of study.

At BIU, students receive physical textbooks by mail and are required to write reports about the assigned textbooks as a way of evaluating their academic progress. Additionally, a project or thesis is always required for any postgraduate distance learning degree.

What sets BIU apart from other distance learning institutions is its international reach. The institution offers adult degree programs in nine languages, including English, Spanish, French, Portuguese, German, Chinese, Japanese, Russian, and Arabic. With a presence in each of the main world cultural environments, including North America, Central America and the Caribbean, South America, Europe, Africa, the Middle East, and the Asia Pacific region, BIU truly embodies a global approach to education.

Flexible Education for Success

*“A good education should teach HOW to think, rather than WHAT to think,”* says William. Bircham International University stands out from its competitors by offering unparalleled distance degree programs with unique conditions.

- **With over 270 majors of study:** BIU's curriculum spans a wide range of disciplines, ensuring students have a highly competitive academic and professional profile. The adult degree programs are designed to meet students' career objectives and employers' qualification demands.
- **Credit for prior learning and experience:** Students can leverage their existing knowledge and skills through BIU's credit transfer system. This unique approach allows learners to focus on what they need to learn, saving valuable time, effort, and financial resources. The programs remain practical, inspiring, and constantly updated.

- **Full compatibility with your life and work:** Upon enrollment, BIU provides students with complete access to the distance learning degree program curriculum. This flexibility allows individuals to organize their time effectively without disruption to their work or personal life commitments.
- **Effective distance learning in higher education:** BIU's distance learning approach is built on cutting-edge advancements in psychology and pedagogy. The emphasis is placed on fostering critical thinking and comprehension skills rather than rote memorization. Students can fulfill program requirements and take exams from the comfort of their homes or any other location.

With its unique features and effective approach to distance learning, Bircham International University is an excellent choice for those seeking to advance their careers and broaden their academic horizons.



## Commitment to Quality Learning

- William, as the captain of the ship, is committed to ensuring that BIU provides quality learning to every student who enrolls. The university admits only those who can genuinely benefit from the program.
- During the early stages, BIU faced the formidable challenge of lacking accreditation by traditional standards. However, under William's leadership, the university achieved recognition from diverse educational circles, earning accolades for its commitment to quality education from esteemed organizations worldwide.
- William and BIU disproved the notion that distance learning was inferior. With its innovative educational profile, BIU has pioneered the education of the future, setting a benchmark for others to follow.
- BIU's success is built on an ongoing process of self-assessment, internal control, and an unwavering dedication to education quality and principles. Guided by William, BIU has cultivated an exceptional reputation among its alumni, with word-of-mouth recommendations further enhancing its credibility.

As William aptly states, *"My main role is to make sure that this course of success based on education quality, institutional integrity, and academic achievements are sustained."*

## Responding to Evolving Student Requirements

William acknowledges that students' requirements are constantly evolving, and BIU strives to respond to these changes in three unique and unwavering ways.

First and foremost, BIU excels in providing person-to-person service, setting it apart from other schools that increasingly rely on impersonal technological systems. Recognizing that individuals crave human connection, William ensures that qualified staff promptly responds to phone calls, chats, and emails. With a team committed to their roles and proud to be a part of BIU, this approach



guarantees genuine interactions and valuable feedback from students, prospects, and markets. Such personalized service allows BIU to swiftly adapt to emerging trends and demands, surpassing the expectations of students.

Furthermore, BIU's customized programs of study demonstrate its commitment to meeting the diverse academic and professional goals of adult learners. William recognizes that each student possesses unique circumstances and aspirations, prompting the development of an efficient system. By tailoring degree programs to individual needs, BIU ensures an optimal learning experience for every student. Over the past three decades, the university has significantly expanded its curriculum from 18 programs to an impressive 282, spanning seven faculties and 45 academic departments. This evolution is a testament to BIU's proactive approach to fulfilling the educational desires of its students.

Ultimately, BIU is a unique and adaptive institution that responds to the ever-changing needs and requirements of its students. With their person-to-person service, customized programs of study, and true international scope, they are setting the standard for online higher education. It is no wonder they believe there is no other institution with the capability to respond to any student's educational requirements and adapt to the incoming market's needs and trends.

## COVER STORY

### The Human Advantage in AI Revolution

William believes that the current education system faces challenges due to the rise of artificial intelligence. He predicts that many jobs, especially those focused on specialization, repetition of tasks, and data management, will be replaced by machines in the future, leading to the loss of many jobs. Unfortunately, educational systems continue to prepare students for these jobs, disregarding the growing capabilities of computers and their lack of critical thinking abilities.

However, William believes that all hope is not lost. He firmly believes that certain functions will always remain the exclusive domain of humans. Interpersonal interaction, dealing with the unpredictable, and employing critical thinking is inherent to human nature and cannot be effectively performed by machines. It is through these uniquely human qualities that great intellectual breakthroughs are made, connecting seemingly unrelated concepts to generate new ideas and opportunities.

According to William, education needs to adapt to the changing technological landscape and equip future generations with the skills necessary to navigate and harness its potential. Traditional education, which often slows to catch up with the pace of modernity, must bridge the gap between academic progress and evolving reality.

*"Machines navigate this flood of information very well, but fortunately, they cannot replace what makes us human: understanding emotions, solving new problems, relating unrelated concepts to generate new ideas, and bonding with one another. There will always be jobs that will demand these skills,"* asserts William.

### Striking the Right Balance between Work and Life

As the CEO of a thriving institute, William understands the importance of achieving a work-life balance. While the demands of the CEO's job can easily spill over into his personal life, he has learned to focus on what really matters. For him, life is not just about work but also about family, friends, and pursuing his interests and hobbies.

William's interests go beyond the boardroom, as he is a passionate writer and researcher. Over the past decade, he has spent his free time writing a historical novel, *"Los Versos de Pandora,"* which has been published to great

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Despite the threat of job displacement due to automation, opportunities will arise for those who possess uniquely human skills.”



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**No matter what technology supports the ducation process, learning occurs only as a result of the active processing by our biological brain.**

acclaim. In addition, he has delved into the worlds of metaphysics, philosophy, and science to research a matrix of numbers that structures our reality, culture, and even science. His book, “God’s Signature: The Proof That There Is a Creator,” delves deep into this subject, and a documentary film on the same subject is available for free on YouTube.

His interests and pursuits allow him to take a break from the rigors of the job, and he is a strong advocate for others to find their own passions outside of work. By focusing on these pursuits, he has been able to strike the right balance between work and life, and he encourages others to do the same.

**Formal Advice for Better Education Service**

William advocates for critical thinking and creativity in the classroom. According to him, the education of the future must prioritize these skills over memorization and rote learning. It should also be adaptable to the changing needs of our world and provide innovative specializations that prepare students to take advantage of emerging opportunities.

To achieve this, “*he believes that teaching should be flexible, affordable, and continuous.*” It should encourage students to embrace change and learn continuously, instead of simply completing a degree and stopping their education. He argues that the problem is not technology but our own ability to adapt to changing times.

William also recognizes the role of distance education in this new educational paradigm but cautions against the belief that online universities automatically offer value. Rather, it is the student who must demonstrate the determination, responsibility, and motivation to succeed in an online program. These qualities, combined with innovative academic programs that promote critical thinking, are the key to the education of the future.

For aspiring leaders in the educational field, William’s advice is clear: prioritize critical thinking and creativity, and embrace the changes that are already shaping our world. With the right mindset and innovative educational programs, the leaders of tomorrow can help shape a brighter future for all.

