

WILLIAM GOINS – Lecture Bio

Search & Rescue Swimmer, IRONMAN, Museum Builder, Filmmaker, Explorer, Pamplona Veteran, 9-11 First Responder



The fusion of creativity, curiosity, and physical drive guides the award-winning producer, director, cinematographer, and founder of GoShow Entertainment, a multi-disciplined production company based in New York City. William Goins has traversed the globe, shooting in 1st-world cities and 4th-world hot zones, armed with a story-teller's eye and a commitment to beautifully documenting those compelling stories that emerge from the front lines of political, cultural and environmental change.

After attending University of Texas-Pan American where he competed as a swimmer and long distance runner, William joined the United States Coast Guard where he became one of the elite Navy-trained instructors and rescue swimmers. Four years later, he moved to Paris, France and from there traveled the world on the talent side of the entertainment industry. William also ran the bulls in Spain, safaried across Africa and South America, and climbed Mounts Kenya, and Aconcagua.

His adventurous exploits got him named a member of The Explorers Club, and in the following years, William became the first heavyweight in IRONMAN history to qualify for the IRONMAN World Championships in Hawaii, and in the same year, the Half IRONMAN World Championships in Clearwater Florida. He also nailed a 'Spartan Trifecta' by competing in three grueling Spartan races (Sprint, Super and Beast) in a single calendar year. William's experiences around the world and his love of writing led him to the film program at New York University where he wrote, produced and directed the award-winning and profitable film, "New York Absurdities". William then hit the ground running, and as productions grew in scale and frequency, GoShow Entertainment was launched.

Shortly after launching GoShow Entertainment, William became the Project Manager in charge of building and operating the seven-story high, 700-foot-long 'Ashes and Snow, NOMADIC MUSEUM' on Pier 54, where he debuted several innovative firsts in construction and multimedia. During one of the worst winters in New York history, William managed a 100-person construction and creative team resulting in an on-time, on-budget opening of this massive, hugely successful, one-of-a-kind museum. And through his shingle, GoShow, he created a stunning documentary telling the story of its creation.

With an elite athlete's state of mind, William has always chosen constantly rising and demanding paths. Physical, mental and spiritual challenges have opened his eyes to wide-ranging views on culture, visual aesthetic, and most notably to what defines a compelling story. It was inevitable that William would create a division of GoShow Entertainment specializing in Micro Docs- his remarkably viral, emotionally engaging, documentary-style video marketing campaigns. In addition to many cause-related campaigns, William has created Micro Docs covering a wide range of genres including architecture and design, education, entertainment, business, fashion, sports, and music, and his work has premiered in New York at Lincoln Center, Museum Of Modern Art, and the United Nations, and in front of Congress in Washington DC.



To date, William Goins' commercials, independent films, documentaries, music videos, animated series, theatre productions and scripts have received critical notice, many festival and broadcast awards. He has delivered compelling content and convincing results for a diverse client list, which includes National Geographic Channel, the International Emmys, MTV, NFL, GUESS? New York Times, United Nations, Random House and many corporations and non-profits. William's cameras have also captured many iconic personalities including CEO's, political figures and activists from around the world, entertainment moguls, sports legends and numerous celebrities. More importantly his Micro Doc Campaigns have raised millions of dollars for causes such as women's rights, children's rights, animal rights, the environment, and politics.

***"Identity is the deepest of human mysteries...to live is to create, and re-create ourselves. I do what I do whether I'm being watched or not, I am the one who must be impressed".
"Find your passion, and always, always finish".***