



ELIG.org

We meet

ELIG Annual Meeting & Conference 2013

September 26–27, Stockholm/Sweden

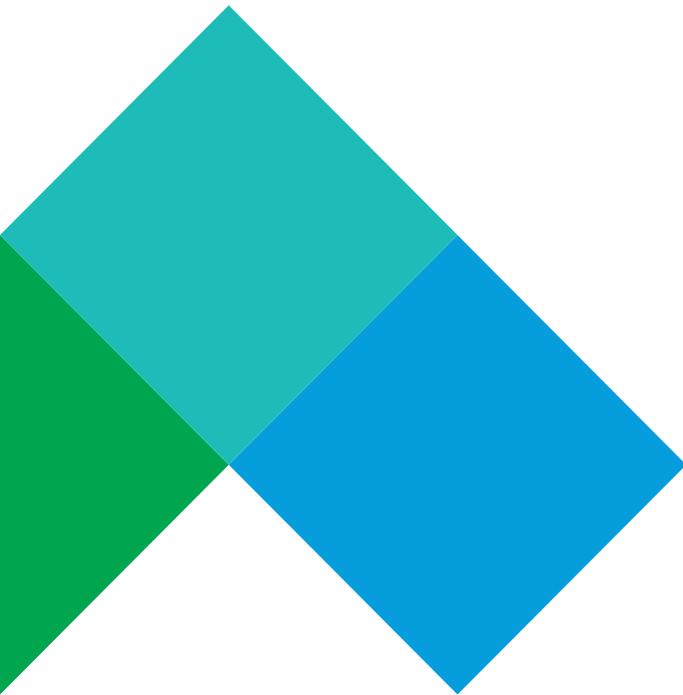
Europe missing the boat again?
How to rise up to the opportunity of
the new Digital Learning Revolution.



Stockholms
universitet

A meeting jointly held by
ELIG and the Department of
Computer and Systems Science
at Stockholm University

Hosted by:
Stockholm University



Preliminary Program

Thursday, 26 September 2013

STOCKHOLM UNIVERSITY, Frescati Campus

- 10.00 ELIG Board Meeting (for Board members only), Conference Room Y10,
1st floor Geo-Science Building, Stockholm University Frescati Campus
- 12.00 **Registration and Light Lunch** in front of DeGeer Saalen 2nd Floor
- 14.00 **Opening Ceremony Stockholm University** in DeGeer Saalen
Opening by **Fadi A. Khalek**, Vice President Higher Education & Applied Learning at Pearson and ELIG Chair
Welcome and Introduction by Hosting ELIG Member Stockholm University
Uno Fors, Professor, Head of Department DSV Stockholm University
Video Message by **Neelie Kroes**, Vice-President of the European Commission
Keynote speech by **Xavier Prats Monné**, Deputy Director-General for Education and Culture
High Level Panel with 10' flash Statements
Moderator: **Michael Shaw**, Deputy Editor Times Education Supplement, Director TES Pro
Katelyn Donnelly, Senior Vice President at Pearson Affordable Learning Fund
Johannes Heinlein, Senior Director of Strategic Partnership, edx
Thibaut Kleiner, Member of Cabinet of Commission Vice-President Kroes
Walter McFarland, Board Chair American Society for Training and Development
Moderated Discussion
- 17.00 **End of afternoon session and transfer to Hotel**
- 19.00 **Evening session at the Nobel Museum**
Nobel Museum, Stortorget 2 (Metro station Gamla Stan)
Video presentation and Guided tour of the museum and interactive infogathering
Guest Key Note: Henrik Schärfe, Professor at Aalborg University, Denmark and his Geminoid-DK
we.learn.it project Cinema trailer show

Friday, 27 September 2013

STOCKHOLM UNIVERSITY DSV/ Kista

09.00 Welcome coffee

at DSV Faculty in Kista

09.15 Views on the Future of Learning (SAL A)

Howard Lurie, Vice President E-Learning Strategy CS4Ed

Pierre Dillenbourg, EPFL, Director of the Center for Digital Education

Henrik Hansson, DSV Stockholm University

Tamara Milosevic, Curriculum Designer, University of Paris

Moderated by ELIG Deputy Secretary General Elmar Husmann and

Florence Rizzo, ELIG Fellow

10.30 Coffee Break

11.00 3 Parallel Tracks

in 3 different, not connected rooms: 603 + 6202 + 6405

Learning Analytics &
Measurement

OECD

SAL 603



Social Learning &
MOOCs

edX, we.learn.it

SAL 6202



we.learn.it
Everyone can be
an explorer
Exploration & Creativity at Schools

Creative Learning &
Entrepreneurship

Drucker Society, HoTEL

SAL 6405



13.00 Lunch Break at Kista Science City & Science Tower

14.30 Video Summary of main discussion points from the meeting.
Closing Statement Richard Straub and Elmar Husmann, ELIG

15.00 Visit to DAC. Kronborgsgränd 13

DAC is Stockholm university, DSV, public outreach environment where researchers, entrepreneurs, artists, students and the public can meet, learn and develop through exhibitions and activities in the fields of ICT, science and art.

17.30 End of Day 2





Frescativägen 54

Svante Arrhenius Väg

Svante Arrhenius

Frescativägen

Frescativägen

Arrheniusgången

Frescativägen

Universitetsvägen

Uaförsäkningsgatan

Roslagsvägen

Frescativägen

Universitetsvägen

Universitetsvägen

Roslagsvägen

Frescativägen

Frescati Havgata

← Lilla Frescati

Manne Siegbahnhusen

Frescatihallen

Geovet. hus

Geovetenskapens hus

Greens villa

Arrheniuslaboratorerna

Nobelhusen

Juristernas hus

Aula Magna

Allhuset

Lantis

Småbrukarhemmet

Villa Bellona

Skära villan

Bloms hus

Södra



Stockholms
universitet

-  Metro Universitetet
-  Geovetenskapens hus
(Geo Science Building)



Richard Straub

ELIG Secretary General

richard.straub@elig.org

www.elig.org

Personal Profile

In the course of his international career Richard Straub held various executive line and staff positions in IBM such as Assistant General Manager PC Marketing for IBM Europe based in Paris, Chief Learning Officer in the US with global responsibility and Director of Learning Solutions for Europe, Middle-East and Africa.

He is currently senior advisor to the Chairman of IBM Europe, Middle East and Africa, Secretary General of the European Learning Industry Group (ELIG) and Director of Development and CLIP (Corporate Learning Improvement Process) at the European Foundation for Management Development (EFMD). Richard is also President of the recently formed "Peter Drucker Society of Austria".

For the last 10 years he has been deeply involved in European Union level industry initiatives in the area of skills, lifelong learning and innovation in roles such as President of the European Career Space Consortium (ICT skills and new University curricula required for the 21st Century Economy), the Living Labs Policy Group and Chair of the Open Innovation Strategy Group with member such as Nokia, Intel, BT, IBM and SAP.

As a thought leader at the intersection of Academia and Business he is a keynote speaker at international conferences and member of business school boards. He has been named "Visiting Executive" at the Helsinki School of Economics, a new advisory role with a focus on industry/academia linkages.



Elmar Husmann

ELIG Deputy Secretary General & Public Policy Advisor

elmar.husmann@elig.org

<http://elig.org/>

MODERATOR

Personal Profile

Elmar Husmann has over 10 years experience in running strategic innovation programmes and managing corresponding European policy relations in the domain of ICT innovation. Elmar has been a principal consultant with PricewaterhouseCoopers German consulting practice leading a team on IT organization strategy and since 2002 a senior managing consultant for IBM Business Consulting Services on innovation strategy and change. In collaboration with IBM Governmental Programmes and IBM Research, he supports IBM ICT innovation policy relations as steering committee member of the Networked European Software and Services ETP (NESSI) and as representative to the European Commission for Future Internet topics. In this context he is involved with the successful set-up of an IBM research programme on the Internet of Services – including several integrated projects funded by the European Commission - jointly with IBM research labs from Haifa, Zurich, Watson/New York and Almaden/Palo Alto.

He is also a member of several advisory boards of research projects and has been in management and coordination roles for EU research projects as well as been appointed expert by the European Commission in the evaluation and review of projects. He is also a frequent speaker on technology policy topics at conferences and has been involved with events of the European Commission, The United Nations, OECD and the Club of Rome. Elmar moderates the ELIG public policy group since 2008.



Fadi A. Khalek

Vice President Higher Education & Applied Learning,
Pearson Education
Senior Advisor at Active M investment

fadi.khalek@pearson.com

www.pearson.com

SPEAKER

Personal Profile

Fadi A Khalek is a top Management Executive with extensive global market experience across a variety of industries. Fadi has a special focus on learning and information related industries with a proven track record in achieving continuous growth potentials, incubating innovative and entrepreneurial initiatives and ideas and successfully managing multi-national corporations with exponential growth potentials.

In his current roles, Fadi leads various research initiatives that are focused on new generation adaptive and personalized learning, learning employability and Immersive Learning.

Specialties: New market development, strategic planning, innovative solution design and sustainable investment management.



Uno Fors

Professor, Vice Head of Department DSV Stockholm University

uno@dsv.su.se

<http://www.su.se/english/>

SPEAKER

Personal Profile

Uno Fors is professor in IT and Learning at DSV with research focus on Simulation and Visualization for learning and assessment. He is especially focused on virtual patients and other virtual encounters for learning in eg. law, teacher education etc. Fors has published more than 150 research publications and has been leading several international and national research projects within these fields. Simulation systems like Web-SP created by Fors is used worldwide in different research projects and education.

Current projects include Refugee trauma virtual cases (with KI and Harvard), Simulation based rehab for domestic violence offenders, Virtual cases for healthcare, law and teacher education as well as Emotional engagement in simulation systems.

Before joining SU, Fors was for many years chairman of the dept. LIME and professor in medical educational simulation at Karolinska Institutet, Sweden.

Fors is also active in research in healthcare informatics, including decision support, electronic health records and simulation tools for diagnosis and rehabilitation in psychology, psychiatry and domestic violence.



Neelie Kroes

Vice-President of the European Commission

<http://ec.europa.eu/>

VIDEO MESSAGE

Personal Profile

Neelie Kroes was born in 1941 in Rotterdam.

From 1971 to 1989 she worked in Dutch politics, including as minister responsible for postal and telephone sectors. Subsequently, she worked on various company boards. In 1991 she became chairperson of Nyenrode University.

In 2004 she became the EU's Competition Commissioner, and, in 2010, Vice President of the Commission responsible for the Digital Agenda.



Xavier Prats Monné

Deputy Director-General for Education and Culture

<http://ec.europa.eu>

SPEAKER

Personal Profile

Xavier PRATS MONNÉ is the Deputy Director-General for Education and Culture at the European Commission, the executive branch of the European Union, since January 1st, 2011. The main policy areas under his responsibility as Deputy Director are: the modernisation of European education and training systems; educational mobility, including the "Erasmus" program for students; and international relations in the field of education, culture and youth. He represents the European Commission (EC) at the European Institute for Innovation and Technology (EIT).

From mid-2007 till the end-2010, he served as the EC Director for employment policy, Europe 2020 Strategy and international relations in the field of employment; he was also responsible for relations between the EC and the International Labour Organisation (ILO), and EC "sherpa" representative at the G20 Labour Ministers meeting. At the same period he was also one of the five founding members of the EC Impact Assessment Board, which vets all impact assessments produced by the institution and reports directly to the President. He previously served as: Director for the European Social Fund; Deputy Chief of Staff of the EC Vice-President for external relations; Advisor of the EC Commissioner for Regional policy; assistant to the European Commission Spokesperson; Administrator at the Directorate General for Development policy and at the General Secretariat of the European Commission.

Xavier majored in Social Anthropology at the University of Madrid, Spain (Universidad Complutense), and holds degrees in development economics from the International Centre for Advanced Mediterranean Agronomic Studies in France; and in European Affairs from the College of Europe in Belgium, where he graduated first of the Class of 1981-82 (the Johan Willem Beyen Promotion) and served as assistant professor.



Michael Shaw

Deputy Editor Times Education Supplement, Director TES Pro

michael.shaw@tes.co.uk

<http://www.tes.co.uk/>

SPEAKER

Personal Profile

Michael is deputy editor of the Times Educational Supplement (TES), the 103-year-old publication for teachers. He joined the TES as a reporter in 2002, and has since worked in a variety of roles including as its comment editor and news editor. This year he became director of TES Pro, a digital service for teachers. He is also involved in a range of other projects for the TES Connect website, which has 2.5 million registered users and allows free sharing of open educational resources.



Katelyn Donnelly

Senior Vice President at Pearson Affordable Learning Fund

katelyn.donnelly@pearson.com

<http://www.pearson.com>

Personal Profile

Katelyn Donnelly is senior vice president at Pearson where she leads the Affordable Learning Fund, a venture fund that invests in early-stage companies serving low-cost schools and services to schools and learners in the developing world. Katelyn is also an active advisor on Pearson's global strategy, research and innovation agenda, as well as a consultant to governments on education system transformation and delivery. She serves as a non-executive director and strategic advisor to several start-up companies across Europe, Asia and Africa. Previously Katelyn was a consultant at McKinsey and Company and graduated from Duke University with high distinction in economics.



Johannes Heinlein

Senior Director of Strategic Partnerships, edX

johannes@edx.org
<https://www.edx.org/>

SPEAKER

Personal Profile

Johannes Heinlein is Senior Director of Strategic Partnerships for edX, leading university partnership and collaboration initiatives. In this role, Johannes works directly with the edX president and board on identifying and executing strategy. Prior to joining edX, Johannes served as Director in the Office of the President and Provost of Harvard University where he was responsible for the planning and execution of university-wide transformations in strategy and operations. Prior to joining Harvard, Johannes worked in the public sector and for global industry leaders, to develop and implement change management and program strategies. He has lived and worked in Europe, Asia and North America. Johannes holds degrees from the University of Hamburg, Germany, the University of Edinburgh, Scotland and the University of Strathclyde, Scotland. Johannes is married with two children and calls Boston his home.



Thibaut Kleiner

Member of Cabinet of Commission Vice-President Kroes

thibaut.kleiner@ec.europa.eu

<http://ec.europa.eu/>

SPEAKER

Personal Profile

Thibaut Kleiner is Advisor to Vice-President Neelie Kroes, where he is in charge of Internet policies at large (Net futures, Internet of Things, Cloud Computing, Startup Europe, Media & Data, Better Internet for Children, Internet Governance, cybersecurity, e-ID, data protection and e-privacy). He has worked for the European Commission since 2001, occupying a number of positions, notably in the field of competition policy, where he was head of unit in charge of coordination, and member of Cabinet of Neelie Kroes in her previous mandate, where he notably supervised state aid (including during the banking crisis). An economist by training, he holds a Master from HEC Paris and a PhD from the London School of Economics.



Walter McFarland

2013 Board Chair
The American Society for Training and Development

mcfarland.walter@gmail.com

<http://www.astd.org/>

SPEAKER

Personal Profile

Walter McFarland is Founder of Windmill Human Performance and the 2013 Board Chair of the American Society for Training and Development (ASTD). He was previously a Senior Vice President at Booz Allen Hamilton leading the global business in HR, Learning, and Change and a Director at the Hay Group. The center piece of Walter's career has been focused on large-scale improvements in organizational performance through people. His core belief is that people are the consummate source of competitive advantage.

Walter's clients include global companies, government agencies and not-for-profit organizations. His work has earned: the Hammer Award, the IRS Commissioner's Award and Booz Allen's highest consulting honor, the Professional Excellence Award.

Walter teaches in the Summer Leadership Institute of Columbia University, at the NeuroLeadership Institute in Middlesex, England, and is a Senior Lecturer at HEC Management School, Paris. He currently serves on the President Obama's 2013 Rank Award Council.

Walter holds: an MPA in Public Administration from Southern Illinois University; an MA in Government from Georgetown University; an Ed.S in Human Resource Development from the George Washington University; and an MSc in Organizational Change from HEC Management School, Paris, with Oxford University, England.

Walter writes and speaks frequently on the topics of organizational change, leadership, and learning and is co-author (with Susan Goldsworthy) of "Choosing Change" coming in November of 2013 from McGraw-Hill



Henrik Schärfe

Professor at Aalborg University Denmark

scharfe@hum.aau.dk

<http://www.hum.aau.dk/~scharfe/>

<http://www.geminoid.dk/>

DINNER SPEAKER

Personal Profile

Henrik has been employed by AAU since 1999 as PhD fellow, Assistant, Associate, and full Professor. Since 2008, he has served as Director of Center for Computer-mediated Epistemology at AAU. His diverse career includes contributions to seemingly distinct research areas such as: Narratology, AI / Knowledge Representation, Persuasive Design, Human Centered Robotics, and Research Infrastructures.

The common denominator in these efforts is his determination to understand different aspects of human understanding, specifically how technology influences the way we think about ourselves and our world. Scharfe has served as reviewer, editorial member, and advisor to governments and research councils in equally diverse fields.

Professor Scharfe has gained global attention for the Geminoid-DK project. The ultra-realistic android, modeled in his likeness, has startled millions of people around the world. This work has earned the Professor a reputation as a passionate international speaker, and influencer of many.



Howard Lurie

Consulting Services for Education (CS4eD)

howard.lurie@gmail.com

<http://www.cs4ed.com>

SPEAKER

Personal Profile

Howard Lurie is CS4Ed's expert in e-learning strategic planning, with a specific focus on the recent emergence of MOOCs (massive open online courses) and blended learning experiences.

He has served as the Vice President for External Affairs at edX, where he was responsible for the strategic development of partnerships with a variety of universities and institutions, as well as supporting business relations and course development efforts. As an early hire at edX, Howard help build edX into one of the leading global providers of MOOCs and blended learning experiences.

Prior to joining edX, Howard served as the Managing Director for PBS LearningMedia, a nationally recognized digital learning platform, jointly produced by PBS and WGBH Boston. Since the mid 1990s, Howard has advocated for data-driven, pioneering uses of online digital media to accelerate teacher professional development and classroom instruction.

Howard currently serves as an e-learning advisor to BaleFire Labs, an apps start-up company, and the STEAM Studio Charter School for Creativity and Innovation in Andover, Massachusetts. Howard completed his Masters degree at Teachers' College of Columbia University and his undergraduate degree at the University of Massachusetts, Amherst. Howard currently provides consulting services to higher education institutions, corporations, non-profits, and educational agencies.



Pierre Dillenbourg

EPFL, Director of the Center for Digital Education

pierre.dillenbourg@epfl.ch

<http://www.epfl.ch/>

SPEAKER

Personal Profile

A former teacher in elementary school, Pierre Dillenbourg graduated in educational science (University of Mons, Belgium). He started his research on learning technologies in 1984. He obtained a PhD in computer science from the University of Lancaster (UK), in the domain of artificial intelligence applications for educational software. He has been professor assistant at TECFA, University of Geneva. He joined EPFL in November 2002. He has been the director of CRAFT, the pedagogical unit for 10 years and is now the academic director of the EPFL Center for Digital Education and head of the CHILI Lab: "Computer-Human Interaction for Learning & Instruction"



Henrik Hansson

Associate Professor Computer and Systems Sciences

henrik.hansson@dsv.su.se

<http://www.dsv.su.se/en/>

SPEAKER

Personal Profile

Henrik Hansson is associate professor at the department of computer and systems sciences, Stockholm University. He is coordinator of the research group "ICT for Development" and also a member of another research group "Technology enhanced learning". He is conceptual developer of the SciPro system and coordinator of more than 350 thesis writing students and more than 70 supervisors yearly at the department. He has also been an ICT-advisor and developer at the Swedish Agency for International Development Cooperation, Sida Civil Society Centre. He was a Senior Lecturer at the Department of Education, Stockholm University, Senior Lecturer at the Institute of International Education, Stockholm University, Senior Adviser at the Swedish Net University Agency, and a Research and Development Adviser at the Swedish Agency for Distance Education. Current research activities include two EU-projects "My University" focused on democracy processes in higher education and "We.Learn.It" which is focused on creativity and innovation in European schools. Furthermore within the framework of two large scale Sida-funded projects, one targeting decision makers in 12 developing countries "ICT and Pedagogical Development" and the other with the aim to support capacity building at the National University of Rwanda (NUR). Another long-term research cooperation is established with University School of Computing, Colombo University, Sri Lanka. Earlier projects with Sri Lanka has been funded by Sida and EU. Henrik supervise PhD students from Uganda, Sri Lanka, Mocambique and Sweden.



Tamara Milosevic

Curriculum Designer, Centre de recherches interdisciplinaires,
University Paris Descartes

tamara.milosevic@fdv-paris.org

<http://www.fdv-paris.org/en/>

SPEAKER

Personal Profile

Tamara Milosevic is a curriculum designer at the Bachelor program "Frontiers in Life Science" at Paris Descartes University. In parallel with her postdoctoral research on learning through research, she is teaching several intensive project-based courses at the undergraduate level.

Tamara finished her PhD at University Paris Descartes European Interdisciplinary Doctoral Program "Frontiers in Life Science", where she studied essential genes and aging in unicellular organisms.

Tamara is interested in innovative science education and teaching research skills. She is focused on designing courses that aim to develop critical thinking, interdisciplinary connections and project-based learning. She has experience in managing groups and organizing events and activities of different profiles (clubs, associations, workshops, symposia, international projects, administrative/research/teaching coordination teams).



Florence Rizzo

Co-founder of SynLab
ELIG Fellow

frizzo@syn-lab.fr
www.syn-lab.fr

MODERATOR

Personal Profile

Florence Rizzo is the co-founder of SynLab, an independent organization with a mission to bring great and innovative ideas to life in the field of education (www.syn-lab.fr). SynLab promotes innovation in France and works as a citizen Research and Development body that mobilizes researchers, educators, private and public sector networks to co-create projects with a potential of systemic change. Previously, she worked with Ashoka, a global network of innovative Social Entrepreneurs and contributed to its launch in France, Belgium and Switzerland. She founded a training program called « Challenge IMPACT » in order to support Citizen Sector Organizations to scale up and generate more social impact.

She was nominated in June 2011 at the French National Council for New technologies to lead a working group on e-education. She was also part of the team of a parliamentarian to handle a report to the French ministry of Research on the impact of new technologies on education.

She holds a Master in Political Science and International Relations and a MBA from ESSEC Business School with a focus on social entrepreneurship.

She is an Elig Fellow.



Ana Faria

SCIO Managing Partner

ana@scio.pt
www.scio.pt

PERSONAL PROFILE

Ana Faria is the co-founder and managing partner of SCIO - Sociedade do Conhecimento, Inovação e Organização Lda. SCIO is a research, capacity building and consultancy company that specializes in Knowledge, Innovation and Organizational projects in a varied number of fields from across Science, Technology and Sustainability.

Ana also acts as business developer and management controller at Energia - Agência de Energia do Sul da Área Metropolitana do Porto where she has been responsible for the past decade for the coordination and management of European Funds, or the development of strategic action plans for local municipalities, such as the SEAP (Strategic Action Plan) under the Covenant of Mayors Initiative. As a member of the Finance Group of the European Initiative Smart Cities Stakeholder Platform she is also experienced in the identification, adaptation and implementation of alternative financing models to implement local projects of towards more sustainable and smart cities.

Since 2008 Ana is a PhD research fellow with the Open University UK. Her research interests include areas within sustainable development in particular in terms of promoting change towards more sustainable lifestyles. Ana expects to receive her doctorate by beginning of 2014. Ana also holds a degree in Economics from the Universidade do Minho (PT), a degree in International Management from the RSM Erasmus University (NL), and a Master in Business Administration in International Industrial Management from the Esslingen University of Applied Science, a MBA program that had been developed to cater the needs of international senior staff from local enterprises such Behr, Bosch,



André Richier

Principal Administrator at European Commission

andre.richier@ec.europa.eu

www.ec.europa.eu

Personal Profile

I am responsible for policy issues relating to information technology, competitiveness and innovation and in particular the e-skills strategy since 2007. I was the 2002-2003 EU Fellow at the LBJ School of Public Affairs (University of Texas). I played a leading role in the preparation of the e-learning initiative in 1998-2001. Before that I was in charge of multimedia research projects within the European Strategic Programme for Research in Information Technology (ESPRIT). Prior to joining the European Commission in 1994, I held marketing and management positions in the IT industry. I started my career at IBM in 1985.

I am a French national and hold master and further degrees in business administration, accounting, international trade and strategic relations from Marseilles' Business School (Euromed), INTEC, CECE and CERIS. I attended executive courses on advanced marketing management; strategic R&D management and IT value management from HEC-ISA, INSEAD and the Innovation Value Institute.

Interests and Expertise

Public Policy Making, Strategy, Management and Leadership, R&D Project Management, Innovation, Education and Training, e-Skills, e-Learning, Marketing and Sales, Information and Communication Technology



Andreas Meiszner

ELIG Fellow

andreas.meiszner@elig.org

<http://www.elig.org>

Personal Profile

Dr. Andreas Meiszner is an experienced international consultant focusing on education, innovation, and training. Andreas has been involved in numerous projects that have been funded by national and international organizations, including the European Commission and the World Bank. Andreas has a decade of experiences in the conceptualization and management of research, training and capacity building projects within Europe and across the globe, managing in-house teams and globally distributed external research, development and training teams. During his term at the United Nations University from 2009 through 2012 he has been for example responsible for coordinating and overseeing research teams from Europe, Africa, Asia and Latin-America.

Dr. Andreas Meiszner has been one of the very early scholars within the now fast growing Open Education field, researching and piloting since 2006 with open education models and looking at organizational, technological, legal, sustainability and pedagogical aspects. This also includes aspects such as the combination of traditional Higher Education courses with virtual real-life and authentic learning environments; or the use of portable education portfolios to trace and preserve learning pathways and thus to subsequently allow for new forms of learning analytics, Artificial Intelligence based learner support, or to facilitate the assessment and certification of formal and informal learning outcomes acquired within formal and Open Education contexts.

At current Andreas is an advising fellow with ELIG, an affiliated research fellow with the United Nations University UNU-MERIT, doctoral supervisor with the University of Liverpool (UK), and founder and managing partner of SCIO – a Portuguese based research, capacity building and consultancy company that specializes in Knowledge, Innovation and Organizational projects in a varied number of fields from across Science, Technology and Sustainability.

Andreas holds three higher education degrees in management from universities in France, Germany and the Netherlands, and with majors in 'International Management' and in 'Human Resources and Organizational Management'; and a PhD from the Open University UK.



Astrid Jaeger

Business Development Director at ICWE

astrid.jaeger@icwe.net

<http://www.icwe.net/en>

Personal Profile

Astrid Jaeger is the Business Development Director of ICWE GmbH and focuses on the strategic evolution of events worldwide. She oversees the acquisition of new clients and makes certain that ICWE works its way into new markets. Astrid Jaeger's other tasks include serving as Project Director for Online Educa Berlin, Languages & Business, and Languages & the Media conferences, as well as Account Manager within the framework contracts with the European Commission, DG EAC, DG MARE and OHIM. She has managed a series of events on leadership in Africa and on ICT and education in Spain, Latin America and Asia.



Cécile Demailly

Founder and executive consultant, Early Strategies
Co-Chair, the Change Leaders

cecile@earlystrategies.com

<http://www.earlystrategies.com/>

<http://www.thechangeleaders.com/>

Personal Profile

Cécile focuses on disruptive change within large companies, the sort of change that creates corporate transformation in the medium or long term, and that is being experienced by a few companies today (early adopters). She brings corporate knowledge, expertise on stimulating areas such as Enterprise 2.0, disruptive technology adoption, organizational neurosciences, or sustainable development, together with a research practice focused on the needs of the corporations she work with.

Prior to creating her consulting practice Early Strategies in 2008, she worked for 20 years in executive and management roles in IBM, AT&T and GE. She holds an MA in Business, Oxford/HEC's MSc in Consulting and Coaching for Change (CCC), and a degree in neurocognitive and behavioral psychology focused on organizational practice. Cécile is the Co-Chair of the Change Leaders, an international community of change practitioners, was a founding board member of the European Professional Women's Network federation, and a visiting lecturer and executive coach at HEC Paris. She is a regular writer on technology adoption and organizational change subjects.



Channa van der Brug

Head of Programme Department at ICWE

channa.vanderbrug@icwe.net

<http://www.icwe.net/>

Personal Profile

ICWE is an international events and media company, which specialises in organising large-scale events and communication campaigns in locations all over the world from Addis Ababa to Warsaw, as well as in many other international locations. Its international conferences bring together key players from a variety of sectors thus building a unique and diverse network.

With over 10 years international experience in the field of education and publishing, Channa oversees and formulates the programmes of eLearning Africa, the key networking event for ICT-enhanced education and training in Africa and ONLINE EDUCA BERLIN, the largest global e-learning conference on technology supported learning and training.



Claudia Didjurgeit

ELIG, Senior Advisor

claudia.didjurgeit@elig.org

www.elig.org

ELIG TEAM

Personal Profile

Claudia Didjurgeit has been working for PriceWaterhouseCoopers Business Consulting since 1998 as a principal consulting with the main focus on strategy and change, process reengineering and implementation of new business models. Claudia was mainly involved in projects for the public sector, like Energy & Utilities and Telecommunication. In this context Claudia has been developing and publishing various Market Studies including press releases. From 2003 to 2012 Claudia continued IBM Business Services as a senior managing consultant.

In the last 5 years she has been coordination several internal projects for the IBM German Executive Board in the area of personal career development including piloting and change management. Claudia has further engagement within learning and knowledge of local education institutions.

For ELIG Claudia is working as a senior advisor in some EU proposal work and EU Projects, like VISIR and we.learn.it and is managing various ELIG events.



Clive Snell

CEO and founder - Bizmedia

clivesnell@bizmedia.co.uk
<http://bizmedia.co.uk/>

Personal Profile

Clive Snell, founder and managing director of Bizmedia, has worked in business to business media for his entire career. Bizmedia publishes the monthly "e.learning age" magazine (www.elearningage.co.uk) in print, to mobile apps and devices as well as online. In 2005 Snell launched the annual "E- Learning Awards" which have gone on to become the leading Awards scheme of its type in Europe. He believes wholeheartedly in the power of technology to fundamentally change learning in the workplace. To this end Snell is also co-founder and part of the management team that launched www.mylearningworx.com earlier this year.



Daniel Bialecki

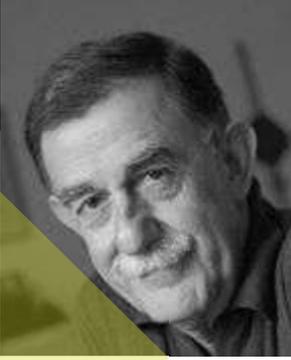
Chief Operating Officer at Scoyo

daniel.bialecki@scoyo.com

<http://www.scoyo.com/>

Personal Profile

Daniel Bialecki, born in 1971, joined scoyo GmbH in Hamburg in August 2007. Being Chief Operating Officer, he directs the operations on site and is responsible for the strategy as well as the strategic marketing. He is reconed as experienced manager with a broad knowledge and experience in communication and knowledge transfer for target groups in B2B and B2C. Before joining scoyo he worked for two years as a Senior Manager Education & Training at Dräger Medical. His responsibilities there included the development of international education and training programs. Between 2001-2005 he worked as Business Unit Manager with t3medien – a technology company - where he developed knowledge platforms and e-learning products for major clients. Daniel Bialecki graduated in electrical engineering at the Friedrich-Alexander-University in Erlangen/Germany. He is married with three children and lives in Hamburg.



Deniz Saral

Director of Grenoble Ecole de Management's DBA Geneva Cohort Program in Collaboration with Webster University

dsaral@kavrakoglu.com

<http://kavrakoglu.com/>

Personal Profile

Prof. Dr. Deniz Saral is a Professor of Decision Sciences and Management PhD in Business Administration (1975), The University of Texas at Austin, BETA GAMMA SIGMA; MBA (1969), The University of Pittsburgh (USA); BA in Accounting and Finance (1968), Robert College-Istanbul.

Dr. Saral was an assistant professor at The University of North Carolina at Greensboro (1971-77); Associate Professor of Industrial Management, Chairman of Undergraduate Programs, College of Industrial Management, The University of Petroleum and Minerals in Dhahran, Saudi Arabia (1977-84); Professor and Department Chair of Business and Management Programs, Walker School of Business and Technology, Webster University in Geneva (1992-2012); Co-Director of the Webster-Grenoble Ecole de Management DBA Cohort Program in Switzerland (2007-2013); former Chairman and CEO of two private corporations in Switzerland. Dr. Saral is currently the Chairman of the Board of Advisors to Kavrakoglu Management Institute of Istanbul-Turkey; is an active member in the Turkish Ethics and Reputation Society; was a speaker in the Ethics Summit 2013 in Istanbul and was the former President of the Swiss Anti-Fraud Association. Dr. Saral is an avid supporter and follower of new and hybrid learning systems blending digital media and traditional forms and is currently an advisor to two Turkish universities in this domain.



Diem Ho

Manager of University Relations for IBM Europe Middle East and Africa

diem_ho@fr.ibm.com

www.ibm.com

Personal Profile

Dr. Diem Ho is manager of University Relations for IBM Europe Middle East and Africa. He is in charge of research collaborations, skill development, and technology access with/for the academic community and driving higher education reforms to meet industry needs and societal challenges in a service dominant economy.

Diem has held many different positions in IBM, from research, consulting to management. He has successfully led management consulting engagements in Management Technologies (Business Analytics and Optimization) at 16 leading European banks and financial services companies throughout Europe. He was elected to the IBM Academy of Technology in 1995.

He is an associate editor of the Journal of Computational Economics, member of the editorial board of the Journal of Organization Design, and has been guest editor for a number of journal special issues.

He is also a member of the peer review teams for the EFMD-EQUIS and EPAS accreditation programmes (European Foundation for Management Development - European Quality Improvement System and Programme Accreditation System) and a member of the EPAS committee and has involved in a number industry group initiatives such as the Career Space Consortium (ICT skills and new University curricula for the 21st Century Economy) and the European Learning Industry Group (ELIG).

He's supervised PhD candidates and published widely in Engineering, Physics, Mathematics, Remote Sensing, Image Processing, Optimization, Finance and Business Intelligence.

He is also a frequent invited contributor to the OECD and UNESCO conferences and publications.

Diem obtained 2 M.S. degrees and a Ph.D. degree from Stanford University, California.



Elisabetta Artioli

Communication Manager, Lattanzio Group

artioli@lattanzio.com
<http://www.lattanzio.com/en>

Personal Profile

Elisabetta Artioli has an extensive background in marketing management for the leading consumer brands of Italian and multinational companies in the food and pharmaceutical sectors, with experience in international coordination abroad.

An expert in branding and communication, since 2007 she has focused on specialized consulting for small and medium-sized businesses in a range of industrial and service sectors (appliances, medical equipment, cosmetics, clothing and business services).

She works on communications management for projects of organizational reconfiguration, staff training, the rationalization of communications plans and budget optimization. She also oversees image development projects through drafting positioning strategies for internationalization, upgrading communicational tools and teaching corporate identity skills. Since 2011 she has served on the executive board of Confindustria Assoconsult, managing the restyling of the association's image. Since 2012 she has been the Lattanzio Group partner for Lattanzio Communication.

Before and after getting her Masters in Management from Tias Business School, Holland in 2004, Elisabetta Artioli has worked for over 15 years in different companies mainly in the areas of Marketing Communication, Product Development, Corporate Branding, and Management Consulting for Small Medium Enterprises. In light of these, it is fair to state she has an all rounded knowledge that helped her to contribute positively to Consulting and Marketing Communication fields.



Ellinor Wallin

International coordinator/ Project Manager IMAILE
Owner/ specialist EU project management and funding

ellinor@euprojektkonsult.se
www.euprojektkonsult.se

Personal Profile

Ellinors work experience:

- Working with international cooperation since 2007
- Lectures and workshop – Innovation and Growth with EU projects on national level since 2009
- International coordinator/ Smil(E) project www.smil-eu coordinator for Halmstad municipality since 2010
- Teaching EU projects national level / Swedish higher vocational training program (YH) since 2011
- Nominated Beautiful Business Award by Regional Development agency Västra Götaland 2012
- EU Financier expert (BSR project) since 2012 supporting 7 countries in Baltic Sea Region <http://www.bsrstars.se/> stardust
- Process leader IMAILE proposal/ Project manager 2013

Her specialist areas:

- FP 7 Cooperation and Capacities (Research for SME:s)
- ECO Innovation
- Intelligent Energy (IEE)
- Sector program (Education, Transport, Environment)
- Interreg IVA and B

- High quality EU Project management
- Development / Innovative procurement



Eric Razenberg

CEO at ThiemeMeulenhoff

e.razenberg@thiememeulenhoff.nl

<http://www.thiememeulenhoff.nl/>

Personal Profile

Eric studied Economic psychology at Tilburg University (Netherlands). He was an entrepreneur in the financial services industry and has been a leader in educational publishing since 2004. After working at Pearson where he led the Benelux office and the European Higher Education business, he joined ThiemeMeulenhoff, a well-known publishing company.

He is on a mission to transform education and learning, allowing it to be more personalized, efficient and effective, providing 21st century learning design applied to state-of-the-art media and learning technologies.



Ezio Lattanzio

Founder and CEO, Lattanzio Group

lattanzio@lattanziogroup.eu
<http://www.lattanziogroup.eu/en>

Personal Profile

Ezio Lattanzio has worked in the strategic and managerial consulting sector for over 25 years. Until 1998 he was a partner of MAIN Management & Innovazione, then in 1999 he founded Lattanzio e Associati Spa, for which he is currently CEO.

He has carried out consulting activities for the business, energy, service and financial sectors and PA, serving clients of various sizes both in Italy and abroad. From a professional standpoint, he addresses issues of governance, organizational change, project management, planning and management control. He has authored numerous publications, articles and books on management topics as well as, in recent years, on public administration reform and modernization.

From 2009 to 2011 he was President of the Consultancy Committee, CSIT Confindustria (Federation of Innovative and Technological Services). Since 2011 he has been the Vice-president of CONFINDUSTRIA Intellect, the Italian federation for communication, consultancy, market research and public relations. Since January 2009 he has also held the position of president of CONFINDUSTRIA Assoconsult, and he has been the Chairman of FEACO, the European Federation of Management Consulting Associations, since November 2011.

Ever since he graduated from Politecnico di Milano in Industrial Engineering, Economics, he has dedicated his 25 plus professional experience by working on different sectors. On top of that, he undoubtedly has contributed a tangible effort and time in the form of amazing project success rate for public administration and public utilities in different industries.

Mainly his expertise specialization are models of governance, the design and application of innovative organizational models, processes, change management, design / implementation of new methodologies and tools for planning and control at the strategic, managerial, technical and operational, incentive systems.



Harald Kjellin

Professor Computer and Systems Sciences, DSV

hk@dsv.su.se

<http://www.dsv.su.se/en/>

Personal Profile

Harald Kjellin is a full professor in computer science at the department of computer and system sciences at Stockholm University. He has been responsible for research projects that developed systems that were used nationwide in Sweden. His research has, since 1989, dealt with ways of acquiring and organizing knowledge in order to make it suited for being reused. A part of this research has been focused on motivating students towards active learning in online courses, where one of the used products is interactive films that gives the students direct feedback on their understanding of the curricula. He is presently engaged in leading a project which is aimed at developing new technology for the European Telecom industry.



Helen Honisett

EMEA Digital Learning Director at Pearson

helen.honisett@pearson.com

<http://www.pearson.com>

Personal Profile

Over the years Helen Honisett has developed an understanding and a passion for education, which she feels is the key to transformation. Helen has worked in classrooms in the UK and South East Asia as well as helped at local and national government level to define and implement ICT solutions that support, engage and motivate. both the learner and the educator, based on local needs and international best practice.

Her background in product development and strategy allows her to listen to and work with her clients to truly understand their needs and to develop services and products that go beyond just delivering financial success.

Specialties: ICT in Education, Education policy and service creation, Global initiatives such as DESD & MDG, Communication technologies and strategies, Emerging markets, Product Management, service and product creation, product strategy, product development, strategic product placement, ITIL



Ingvar Sjöberg

Artistic Director, DAC, Digital Art Center at Stockholm University,
Department for Computer and Systems Sciences, DSV

ingvar@dsv.su.se

<http://www.dsv.su.se/en/>

Personal Profile

Ingvar Sjöberg has been working as a visual artist for the last 30 years. He has a special interest in how art can have a transformative impact on societal development at large. After have been working as a professor in Fine Arts at the University of Gothenburg and as a research leader at the Interactive Institute he now has the possession as Artistic Director at Stockholm University, Department of Computer and systems sciences, DSV in Kista. Ingvar is the Artistic Director of DAC, Digital Art Center.

DAC is Stockholm university, DSV, public outreach environment, representing DSV Profile areas, where researchers, entrepreneurs, artists, students and the public can meet, learn and develop through exhibitions, seminars and programs in the fields of ICT, science and art. By opening a new interface between technology companies and creative industries, cross-fertilization between the IT industry working models, new research and art, DAC lead to new ways to think innovatively and helps to strengthen Sweden's international competitiveness. Ingvar stresses the idea that visibility is an important aspect of the innovation process.



James Perham-Marchant

Owner at JPM Associates

jperhammarchant@gmail.com

Personal Profile

James is a highly experienced senior public and government affairs professional with a strong background in financial services, media, publishing, education and professional services across the EMEA, US and Asia Pacific regions. He has also held a number of senior international marketing and business development roles.

After many years as Senior Director at McGraw-Hill he currently works as an independent advisor in the business/government/stakeholder interface to a range of organizations. James has a proven track record of delivering results in vision, strategy and policy development for the financial services, publishing, education and professional services sectors with a recent focus on areas such as EU financial services regulation, digital and innovation policy, data protection and privacy, intellectual property, lifelong, vocational and e-learning, international trade, energy and commodities.

Extremely well networked, he has been a member of numerous associations including The American Chamber of Commerce to the EU, Confederation of British Industry, International Chamber of Commerce, Transatlantic Policy Network and American European Community Association, and has acted as a delegate to the EU institutions, G20, UN, OECD, ICC and other international organizations.



Jarek Kowalski

Digital Solutions & New Business Director at Pearson

jaroslaw.kowalski@pearson.com

<http://www.pearson.com>

Personal Profile

Jarek is an expert in IT and Education sectors in Central and Eastern Europe. He was founder member of the Coalition of Open Standards with intention to introduce and promote open IT standards and open source software in education and public administration. He was supporting IDA BC and join.up initiatives in EU. When leading Novell organization in Poland he has supported development and localization of the SuSE Linux and OpenOffice.org and made them widely adopted at schools. Jarek is also supporting interoperability initiatives in IT sector, including systems integration, data exchange and user identities federation.

As a member of the Polish Chamber of Information Technology and Telecommunications he is holding Chairman seat at the Digital Learning Committee and is working closely with other education vendors, government and NGOs. He is also holding seats at the Association of Private of Private Education Employers at Confederation Lewiatan and the Internet Society Poland.

Jarek holds a Master of Social Science from the Pedagogical University in Olsztyn. He has been awarded Bronze Cross of Merit of the Republic of Poland in regards to his service in IT and Education sectors. In 1999 he has been recognized as the Marketing Employee of the Year at Novell Inc.



Jarmo Eskelinen

CEO, Forum Virium Helsinki
President, European Network of Living Labs

jarmo.eskelinen@forumvirium.fi
<http://forumvirium.fi/en>

Personal Profile

Jarmo Eskelinen leads Forum Virium Helsinki, an innovation company developing new service innovations in cooperation with companies, public sector organizations and citizens. Originally trained as an architect, Jarmo is an expert in digital content, smart cities and user driven design, currently devoted to open data.

Forum Virium Helsinki manages R&D projects and product development. Activities are based on the principles of open and user-driven innovation. The company is one of the leading smart city developers in Finland. Key partners range from the City of Helsinki and other public sector organisations to large corporations (for example Elisa, the Finnish Broadcasting Company, IBM, Nokia, Siemens, SOK, Sponda, TeliaSonera and Tieto) and innovative SME's. Forum Virium Helsinki growth coaching boosts annually the international growth of 30-40 companies.

Since May 2012, Jarmo Eskelinen has been the President of the European Network of Living Labs (ENoLL). Founded in 2006, ENoLL has grown into a network of over 300 members in all continents, promoting international cooperation in user-driven innovation and co-creative, human-centric RDI.

Jarmo has previously held positions as the director of Media Centre Lume in the University of Art & Design Helsinki, as the program director of the Helsinki 2000 European City of Culture, and the CEO of a successful music, media and event production company PopZoo Promotions, which he founded in 1993, after a career in architecture in the 80' s and early 90's.

Jarmo is a semi-fanatic road cyclist, and as a former club organizer and professional DJ still buys more music than he has time to listen to.



Jolanta Galecka

Education Expert at Young Digital Planet

jgalecka@ydp.eu
<http://www.ydp.eu/>

Personal Profile

Jolanta Galecka is an Education Expert in Young Digital Planet. Responsible for the expertise in education, research, articles, scenarios and public speeches. She shapes Young Digital Planet's brand as an expert in education. Follows education trends, designs some herself, keeps in touch with many experts all around the world. She is passionate about education, child development, human psychological development, brain development and its functioning.

She is a speaker and panellist at multiple educational conferences. Expert in European projects TEL MAP and VISIR. She is also a manager of several education projects that she has designed: a global marketing action that would promote us as a modern company, an establishment of classrooms under YDP's patronage, a nationwide action directed towards teachers.

Jolanta studied psychology and sociology, graduated from law (Masters in Law). Passing the Bar exam she became an attorney-at-law. In United States she volunteered and worked at different schools: taught in the Montessori School and a Spanish Immersion Academy. Involved in Waldorf education, Berlitz method and state-of-the-art educational materials. Jolanta also worked at Microsoft as a Software Design Engineer in Test in Natural Languages Group and Tablet Team.



Lara Al Nagi

Corporate Communications and PR Specialist at Hamdan Bin Mohammed e-University

l.alnagi@hbmeu.ac.ae

<http://hbmeu.ac.ae/>

Personal Profile

Lara holds a B.A in Mass Communications from the American University of Sharjah (AUS), concentrating in advertising with a good knowledge in marketing, public relations, journalism,.. She is currently pursuing her Master of Arts in Communications, Specialization in Strategic Public Relations at Zayed University.

She started her career as a Planning Executive at Optimum Media Direction (OMD) which helped her develop her knowledge, understanding and ability to apply her education into the advertising campaigns and media research of various multinational clients.

The switch to Public Relations came when she joined the Office of HRH Princess Haya Bint Al Hussein of Jordan which enriched her listening and interpretative skills, English and Arabic speaking and writing skills, Arabic/English translation, public relations and event management techniques.

She then moved to the corporate world by working for Emaar Properties PJSC. Being part the Chairman's team; a man with incredible achievements, forced her to act quickly to be able to follow his dynamic and fast moving pace.

After 6 year of experience, she joined Hamdan bin Mohammed e-University managing all Communications and Public Relations activities. Her role includes handling media activities locally and internationally as well the university's social media channels.



Laura Overton

Managing Director of Towards Maturity

lurao@towardsmaturity.org

www.towardsmaturity.org

Personal Profile

Laura Overton the Managing Director of Towards Maturity – a not for profit benchmark practice that provides independent research to help business deliver improved performance through learning innovation. Her work is based on 25+ years of practical experience looking at learning innovation for business advantage and is backed by her independent research with over 2000 organisations and thousands of learners since 2003.

Laura was the author of 'Linking Learning To Business' – one of the first industry benchmark studies with both organisations and learners investigating good practices of successful implementations (Jan 04). Since then she has authored 10 independent reports looking at effective e-learning practices in the workplace that are referenced around the globe.

With over 2 decades of experience of implementing learning technologies in the workplace, she works with government policy makers representing employer interests and has contributed to initiatives associated with the UK's Sector Skills Councils, the European Commission and has sat on the steering groups of a number of UK government learning technology strategy boards (including the Becta Harnessing Technology strategy and as a member the original advisory board to the Learning and Skills Council (now Skills Funding Agency).

Laura is a Fellow of the Learning and Performance Institute (LPI) and of the British Institute of Learning and Development and is a popular industry commentator having published over 150 articles and case studies. She sits on the steering committee of Online Educa Berlin and advisory board of ELIG and the LPI. In February 2010, she was awarded the Institute of IT Training's prestigious Colin Corder Award for services to IT training.



Liina Munari

Project officer
European Commission
DG CONNECT
Unit G4 - Youth, Skills and Inclusion

liina-maria.munari@ec.europa.eu

<http://ec.europa.eu/>

Personal Profile

Liina Munari is a senior research project officer at the European Commission, DG Connect, Unit G4 "Youth, Skills and Inclusion", based in Luxembourg. The unit is responsible for strategic planning, selection and monitoring of research and innovation projects in technology-enhanced learning and inclusion, funded by the 7th Framework Programme for Research (FP7) and the Competitiveness and Innovation Programme (CIP) of the European Commission. It also provides strategic policy guidance on learning and technology issues at the DG CONNECT, including Better Internet for Kids (BIK – formerly Safer Internet).



Mansoor M. A. Al Awar

Chancellor of Hamdan Bin Mohammed e-University

m.alawar@hbmeu.ac.ae

<http://hbmeu.ac.ae/>

Personal Profile

Dr. Al Awar has significant achievements throughout his professional life, he was the founder of the first TQM Department (Total Quality Management Department at Dubai Police) when he was appointed as a Director, and held that position from 1998 till 2006. He was the first Director of quality in the public sector in the Emirate of Dubai and UAE. Dr. Al Awar founded the Emirates Business Women Award at Dubai Quality Group in 2002, and he was the first elected Chairman of Dubai Quality Group of the Government Sector in 2001. He also founded Public Opinion Survey Center at Dubai Police in 2001. And last but not least, he was the founder of Hamdan Bin Mohammed e-University which was known as e-TQM College since its first inception in 2002.

At HBMeU Dr. Al Awar has several initiatives included as being the first founder of the Excellence in Leadership Award in the Arab world in April 2005. The Award holds the name of (Feigenbaum) the Quality Management Scholar. Furthermore, he has established Juran Chair at HBMeU for the first time in the history of the region in 2004. It is also worth enough to mention that Dr. Mansoor has established the Virtual Executive Club in 2003 in addition to the Media Quality Award for the Arab World in 2004.

His membership at committees and affiliation worldwide are included in being Honorary Visiting Fellow in Organization and Information Management at University of Bradford, a member of International Academy for Quality (IAQ) as Academician, a part-time professor in graduate studies at the University Of Salford in UK, and supervisor for PhD dissertations and a Certified International Assessor for European Foundation of Total Quality Management (EFQM).

Dr. Al Awar also received several awards, including,

- Golden Order of Merit, March 2013, on Arab World Good Governance from Tatweej Academy.
- ICT & KNOWLEDGE CEO Excellence Award 2011, by Middle East Excellence Awards Institute.
- Distinguished Government Employee Award, Dubai Government Excellence Program 2005. This Award was conferred by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai.
- Dubai Police Medal, the highest honor at Dubai Police. It was conferred by the Ruler of Dubai in November 2005.
- Certificate of Creativity & Innovation by Dubai Police May 2002

Dr. Mansoor Al Awar Education and Degrees

- PHD, Applied Mathematics, University of Wales, United Kingdom
- MSc, Applied Mathematics, University of Michigan, United States
- BSc, Mathematics, UAE University, United Arab Emirates



Maren Deepwell

Chief Executive, Association for Learning Technology (ALT)

maren.deepwell@alt.ac.uk

<http://www.alt.ac.uk/>

Personal Profile

Dr Maren Deepwell (BA, MA, PhD) is the Association for Learning Technology (ALT)'s Chief Executive. ALT is the UK's leading membership organisation in the learning technology field. Maren's work is focused on working with the ALT community, researchers, practitioners and policy makers and to provide overall leadership for the Association. She works to develop ALT's understanding of the community and ensures that ALT's work aligns with the demands of the rapidly developing learning landscape.

ALT's key aims are to improve practice, promote research and influence policy, providing a strong voice for a community of individuals and organisations based in the UK and across other countries including organisations from industry.



Martin Zimmermann

Managing Director at Visenso

mz@visenso.de
www.visenso.de/

Personal Profile

Martin Zimmermann is one of the pioneers of technology transfer in Germany.

What distinguishes him the most is the long term experience as "first mover" in the software sector, the high-quality network and the high driving force to implement visions.

As initiator of the biggest Virtual-Reality (VR) competence center in Europe (www.vdc-fellbach.de) he has been setting important impulses in the VR-sector for more than 10 years.

Since the optimization of the product development processes in SMEs has been another important concern to him, the first regional VR-competence center was founded (www.vdc-tz-stgeorgen.de) under his direction in 2004, which also initiated among others the annual international symposium for the field of "Safety & Security" (www.virtual-fires.de).

The aim of him as a visionary and innovator is to bring the whole range of application possibilities of VR- and AR-technology into all relevant areas of life in a useful and efficient way. By means of that the education initiative "ii-learning – immersive & interactive teaching" (www.cyber-classroom.de) was created, which enables knowledge transfer in virtual and augmented reality in the educational sector.

"It's always a great experience to acquire creative and effective solutions for customers and to implement it successfully in a future-oriented way" says Martin Zimmermann.



Martina Wolff de Carrasco

Manager Education at Frankfurt Book Fair

wolffdecarrasco@book-fair.com

<http://book-fair.com/en/>

Personal Profile

Ms Martina Wolff de Carrasco is the International Project Manager for Education at the Frankfurt Book Fair, the world's biggest international Book, Media and Content Fair.

Her brain child is the renowned "Classroom of the Future", the showcase platform for future innovation in education.

The "Classroom" is where new digital formats are being tested in a real-life teaching environment. This hands-on approach of the "Classroom" is reflected and accompanied by dedicated FBF conferences where current trends are being discussed by specialists in the field.



Martti Raevaara

Vice President of Academic Affairs at Aalto University

martti.raevaara@aalto.fi

<http://www.aalto.fi/en/>

Personal Profile

Martti Raevaara is the Vice President of the Aalto University, in charge of academic affairs, especially education and learning. Before this he was the Vice-Rector and the head of MA eLearning programme Virt@ at the University of Art and Design Helsinki, which is now one of the six schools at the Aalto University.

Martti Raevaara is a Professor of e-Learning and Assessment in Art and Design Education. He has worked at the School of Art and Design since 1983 in several jobs, as a lecturer of photography and visual design, research assistant, professor and the dean. In addition, he has notable accomplishments in the development of teaching and learning, particularly in the use of ICT in art and design higher education.



Matthias L. Hemmje

Chair of Multimedia and Internet Applications at Fernuni Hagen

matthias.hemmje@fernuni-hagen.de

[http://www.lgmmia.fernuni-](http://www.lgmmia.fernuni-hagen.de/staff/hemmje.html.en)

[hagen.de/staff/hemmje.html.en](http://www.lgmmia.fernuni-hagen.de/staff/hemmje.html.en)

Personal Profile

Matthias Hemmje is full professor at the FernUniversität in Hagen, one of the leading distance universities in Germany. He is involved in research on Virtual Information and Knowledge Environments with special focus on distributed collaborative Digital Libraries, Multimedia Archives, Information Retrieval, Filtering, Linking, Enrichment, Personalization, and Information Visualization. He is building on research expertise from a long standing history in national and European projects. His primary research interests include information retrieval, multimedia databases, virtual environments, information visualization, human computer interaction, and multimedia. He also guides research in the area of content engineering, knowledge technologies, peer-to-peer based systems, collaboration and e-learning support systems as well as mobile and location based services.

Specialties: Besides his R&D competence, Matthias Hemmje has expertise as strategic senior consultant for IT-oriented gap analysis, roadmapping and impact analysis as well as an expert for proposal evaluation and project review. Recently he has been leading a series of national and international studies on technology-driven emerging markets.



Monika Rajcsanyi-Molnar

Vice Rector at College of Dunaújváros

molnarmo@mail.duf.hu

<http://www.duf.hu/english/>

Personal Profile

Monika Rajcsanyi-Molnar is a Ph.D. in Business Administration, Vice-Rector of Academic Affairs and Associate Professor at Dunaujvaros University of Applied Sciences, Hungary. She is member of various national and international (research) organizations and committees. Her academic and professional work includes numerous local and international publications, higher education teaching, professional lectures, seminars, workshops, consultations and project work, both English and Hungarian. Her work is related to the field of management, focusing on nonprofit management, CSR innovations, e-learning/online education developments, and organizational and leadership development. She obtained various academic and research grants and spent longer periods in the United States, England, India, Portugal and Taiwan.



Nikitas Kastis

Director, Lambrakis Foundation and President, MENON Network

nikitas.kastis@menon.org.gr

www.menon.org

Personal Profile

Nikitas Kastis has a First Honours Degree in Engineering and a Ph.D. in Financial Management and Project Evaluation. He has been Research Associate in the National Technical University of Athens and Visiting Assistant Professor in the Technical University of Crete. He joined the Lambrakis (Research) Foundation (LRF) in 1992, to lead its programmes and innovative actions, dealing with and assessing the impact of the evolution of the use of ICT-based applications in Education & Culture as well as with the enhancement, validation and mainstreaming of innovations in the learning systems (industry). He has managed a significant number of national and European R&D projects, aiming at innovations and the quality upgrade in the school and after school education. From 2000 on he had been appointed Deputy Director General, acting as chief operations officer of the organization.

Since, 1999, just after its constitution, he is serving as the President of the Board of Directors of the MENON Network. The latter has the status of the European Economic Interest Group and is active in the field of Research and Innovation in Learning, in Europe and across the world, serving as a European education and innovation think-tank.

He had been Member of the Executive Committee of the "European Distance and Elearning Network" (EDEN) and for some years (2000-2008) Dr Kastis chaired EDEN's "Open Classroom" Working Group. He has participated in a number of study and policy support making projects in Europe, for the European Commission and other national and European stakeholders.

Since September 1st, 2012, he has been appointed President of the Executive Committee and Research Director of the Hellenic Association for Education (HAEd), a newly launched Tertiary Education and Research organization, which is member of the MENON Network.



Olaf Dierker

Director of Hamburg based TLA TeleLearn-Akademie

dierker@tla.de

www.tla.de

Personal Profile

Olaf Dierker is the director of the Hamburg based TLA TeleLearn-Akademie. Online since 1988 he has a wide knowledge in all kind of online media. He also has a long experience in further education within the university and vocational trainings. He holds a degree in Neurophysiology.

Olaf Dierker developed the project "Academy of Digital Economy Hamburg" and takes actively part in the instructional design of the courses.



Patrik Engström

Education Manager at Halmstad

patrik.engstrom@halmstad.se

<http://www.halmstad.se/>

Personal Profile

Patrik is working as head of Schoolarea North and acting head of department in education in Halmstad municipality.

He is working with external environment monitoring, an international profile with several successful EU projects where Smile is an inter reg project in ICT and STEAM (science, maths and technology).

A priority is ICT, to change teaching and learning strategies in the classroom for the future.



Paul Hunter

Director, IMD's Corporate Learning Network

paul.hunter@imd.org
www.imd.org

Personal Profile

Paul Hunter comes originally from Belfast, Northern Ireland. After successfully completing his Bachelors and Masters degree at Cambridge University and post graduate study at Oxford University, Paul moved to Switzerland.

As Director of IMD's Corporate Learning Network Paul works with worldwide organizations across the globe helping them to evolve as learning organizations via flexible learning services and global exchange opportunities.

Previously Paul worked his way through the ranks of the Wall Street Institute from part-time teacher to become General Manager of Wall Street for Switzerland, France and Germany. Paul managed 17 profit centres in Switzerland, launched several start-up businesses in France and was active in redressing operations in Germany. He acted as a trouble shooter and trainer to increase efficiency in sales, marketing, service and operations.

After 7 years with Wall Street, Paul moved on to join a boutique consultancy firm specialising in leadership development, executive coaching and training. His main activities consisted of conceptualising and rolling out development programs with global organisations, senior management teambuilding, hands-on management assessment and training and senior executive coaching.

He significantly expanded the consultancy, particularly at an international level, and launched many new programs, services and strategic initiatives. He was a popular keynote speaker at international workshops and seminars for many worldwide organisations.

Paul graduated from IMD with an Executive MBA with Honours and coaches on several of IMD's open, customised and degree programs. Paul is a Tavistock trained coach and is qualified in a wide range of psychometric tools including NEO, 16PF, Lifo Base, Lifo Communication, EPPS. He is also vice-chair of ELIG, the European Learning Industry Group.

Paul is married with three young children. He has worked and travelled throughout the world, speaks three languages and has also spent time working as a journalist for the BBC.



Peter R. Hamilton

Director, Education Content Ecosystem Development
Intel World Ahead

peter.r.hamilton@intel.com

<http://www.intel.com>

Personal Profile

Peter Hamilton is the Head of Education Development with Intel IT Innovation. Peter has a total of over 25 years experience in the IT Industry and has been with Intel since 1991 where he has worked in a variety of manufacturing, quality management, and technology development roles in both Ireland and the US. In 1998 Peter was a founder member of Intel Performance Learning Solutions, now part of Intel IT Innovation. He has led the education research, design and development activities which have delivered the award winning skool™ Learning and Teaching technologies which are successfully implemented in www.skool.ie, www.skool.co.uk and also Spain and Portugal, Latin America, Africa, Middle East and Asia. Peter has consulted on emerging education technologies in North America, Europe, the Middle East, Africa and Asia and has published papers on mobile and technology-based learning.

Peter has a Masters Degree in Engineering from University College Dublin. In 2004 Peter was joint recipient of the Digital Media Person of the Year Award at Ireland's National Digital Media Awards for his work with the skool Learning and Teaching Technologies. Intel IT Innovation continues to develop versions of skool classroom usage models and sustainable integrated technology solutions to help stimulate the global technology-based learning environment, with new programs in development in Europe, South America, North and West Africa and Asia during 2008.



Piers Lea

Chief Executive Officer (CEO) of LINE Communications

piers.lea@line.co.uk

www.line.co.uk

Personal Profile

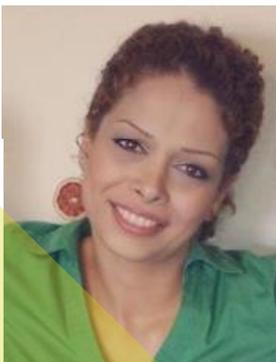
He has worked in distance learning and communications since his time at the University of London. From here, he worked for Channel 4, EPIC and Video Arts before founding LINE Communications in 1989.

He works in both a strategic and consultative level within LINE Communications and has developed learning and communications solutions for clients such as BP, Ford of Europe, Anglo American, BT, Nokia, Volvo Car Corporation, Department for Education and Skills, The Ministry of Defence, University for Industry, National College for School Leadership and the BBC.

He has led LINE Communications to become the UK's largest bespoke e-learning provider. In 2009, his achievements were recognised by the industry, when he collected the E-Learning Industry Award for Outstanding Achievement.

In January 2011 he was ranked in the top two corporate e-learning movers and shakers in the UK and top six in Europe.

In 2012 Piers has been chairing the MarketPlace Group for ELIG.



Pooyeh Mobini

Project Assistant Computer and Systems Sciences, DSV

pooyeh@dsv.su.se

<http://www.dsv.su.se/en/>

Personal Profile

Pooyeh Mobini is a project assistant at the department of computer and systems sciences, Stockholm University.

Background: Bachelor's degree in Information Technology from Qazvin International Azad University Studying Master of Science in strategic management of Information technology at Stockholm University. Pooyeh has previously worked in the area of IT consultancy, knowledge management and designing interactive e-learning software.

Current activities: project assistant for two EU-projects "My University" focused on democracy processes in higher education and "We.Learn.It" which is focused on creativity and innovation in European schools. Furthermore, Pooyeh develops digital content within the framework of two large scale Sida-funded projects. One project is targeting decision makers in 12 developing countries "ICT and Pedagogical Development", and the other project is focused on capacity building at the National University of Rwanda (NUR).



Rebecca Stromeyer

CEO at ICWE

rebecca.stromeyer@icwe.net

<http://www.icwe.net/>

Personal Profile

Rebecca Stromeyer is the Director ICWE GmbH and Chairman of the Board of the award-winning web portal Internet Course Finders, which is dedicated to education and offers information on all types of educational institutions worldwide. She is also a co-founder of ICEF GmbH, the recognized global leader in international student recruitment and travel for education workshops.

Rebecca grew up in an international environment and was raised multilingually. She was born in Kuwait and spent most of her formative years in different countries in the Middle East, the longest time spent in Lebanon. She studied Slavonic Studies, Comparative Literature, Business Administration and Media Studies in Berlin, Moscow and the UK. This background provided the basis for her first successful exhibition series on languages and multiculturalism, which have been organised in a number of European cities such as Berlin, Budapest, London, Warsaw, Moscow and Prague since 1988.

She has been organising events related to education and training, as well as languages and media in all parts of the world, such the ONLINE EDUCA conference series whose flagship, ONLINE EDUCA Berlin, she helped launch in 1995. The annual conference is regarded as the key networking event of the international e-learning industry. ONLINE EDUCA MADRID, first held in 2000, expanded the palette to the Spanish-speaking e-learning community.

One of her latest projects, eLearning Africa, responds to the need for ICT-supported education and training on this exciting continent. The first edition of this annual international conference on ICT for Development, Education and Training was held in Addis Ababa, Ethiopia in 2006. It was followed by subsequent editions in Nairobi, Accra, Dakar, Lusaka, Dar es Salaam and Cotonou. The conference is attended by over 1700 delegates from all sectors and ministers from many African nations.



Roland A. Burger

Researcher Stockholm University

roland@dsv.su.se
www.su.se/english

Personal Profile

Roland A. Burger is researcher at DSV and Founder and Board Member of THE PARADISO FOUNDATION. He is also Board Member of the Peccei Foundation, Club of Rome Italy.

Studied Economics and Information Technology at the Catholic University in Milan. Degree in Business Japanese from Bocconi University / JETRO, Milan.

Organizer of the Digital World Conference series together with UNESCO and Club of Rome towards the World Summit on the Information Society in Tunis. Organized presentation of the \$100 Laptop in Tunis in November 2005 together with Prof. Nicholas Negroponte of MIT Media Lab. Just recently he was program manager and the Paradigm-Social research project (www.paradiso-fp7.eu).

Publication

Roland Burger et.al. (eds.) (2005), ICT FOR CAPACITY BUILDING, UNESCO & Club of Rome 2005, ISBN 88-89913-00-8.



Sabine Schumann

Deputy Managing Director at P.A.U Education

sabine.schumann@paueducation.com

<http://paueducation.com/en>

Personal Profile

Sabine is a Senior Manager coordinating international and intercultural projects since 1996. Her expertise lies in managing Corporate Social Responsibility programs and professional networks for high-level executives sharing information and best practices. She has a special interest in the linkage and interaction between Business and Society.

After studying European Business in Germany (ESB) and Spain (ICADE) Sabine held diverse Marketing, Advertising and general Management positions, in multinational companies in the food, automotive and service sectors.

Sabine had worked for P.A.U. Education during 5 years, and after a 3 years period at The Conference Board in Brussels as Council Program Director for Europe she returned in 2010 to P.A.U. Education in the role of Deputy Managing Director overseeing the projects management and new business activities.

She has personally been in charge of a number of European Commission EU-wide projects and campaigns, such as the European Year for Active Ageing and Solidarity Between Generations 2012, the European Year of Volunteering 2011 and the elearningeuropa.info portal, amongst others.



Sabine Windgasse

ELIG, Operations Assistant

sabine.windgasse@elig.org

<http://www.elig.org>

ELIG TEAM

Personal Profile

After working several years in different countries in first class hotels as reception manager, managers assistant/deputy and manager on duty Sabine Windgasse joined PriceWaterhouseCoopers Business Consulting Services in 2001 as executive assistant, based in Munich. Among handling mails, processing routine correspondence and organizing customer meetings for 2 partners in the consumer and industrial products sector, Sabine was responsible for controlling and billing of ongoing PwC projects with accruals and financial profitability. After the merger with IBM in 2003 she continued to work as executive assistant for various industry leaders. From 2007 to 2012 Sabine was working as operations assistant and later operations manager for 2 global integrated accounts with IBM being responsible for business plan set ups with budget and quota discussions as well as national and international forecasting with roadmaps to achieve budget for 2 international acting integrated accounts as well as one branch. Sabine now supports Elig in the operations department.



Serine El Salhat

Assistant Chancellor for international cooperation

s.elsalhat@hbmeu.ac.ae

<http://hbmeu.ac.ae>

Personal Profile

Serine el Salhat holds an MBA from the business and computer university (Hawaii University) in Lebanon and a Bachelor of Arts in Communication Art & Journalism from the Lebanese American University (LAU).

Serine el Salhat is leading the international cooperation at the Hamdan Bin Mohammed e-University (HBMeU) working on positioning the University as the Knowledge hub of e-learning and Excellence across the world. she weaves through to coordinate and facilitate effective international relations with a mission to enhance global competitiveness by developing high-profile networking and partnering opportunities that enable the university to establish long-term strategic partnerships with the most prominent and reputable higher educational institutions, e-Learning and quality organizations worldwide.

She joined the university at the very early stages of its establishment in 2002. Thru the years, Serine held various responsibilities within the university, she has a track record of shaping the university marketing strategy and its implementation. She has rolled out the building of the university corporate brand and marketing strategies. Being a specialist with over 10 years' experience, Serine has a deep understanding of how brands and marketing techniques can be successful and how to best integrate within a wider context of communication planning. Her contribution brought in significant presences and recognition for HBMeU corporate brand identity. Recently, she was assigned to head the international cooperation office to replicate her success. Her primary objective is to strategically help position the university through providing opportunities to rub shoulders with international giants in the higher education industry and to have wider impact worldwide. And contributing to raising the university global profile and portfolio, this includes HBMeU international societies and associations that serve as an indispensable knowledge repository platforms; like Middle East Quality Association (MEQA); Middle East e-Learning Association (MEEA); e-Health Scientific Society (eHSS); and International Consortium for Teaching and Leading Centers (ICTLC).



Victoria Eva

Policy Analyst at Pearson

victoria.eva@pearson.com

<http://www.pearson.com>

Personal Profile

Victoria Eva joined Pearson Plc as a Policy Analyst in April 2012. Prior to joining Pearson, Victoria spent two years as the Head of Communications at The Publishers Association, the leading UK trade association representing book, journal and electronic publishers, lobbying on issues such as copyright and Intellectual Property rights. Victoria joined The Publishers Association following three years at Spada Ltd, a communications and PR consultancy specialising in legal, financial and property firms. As an Account Manager, Victoria's main accounts included leading national and international media law firms. In her current role at Pearson, Victoria consults on a broad range of policy issues, including data protection and privacy, copyright and IP, accessibility and cyber security.

