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Scalable Learning in a Fast Changing Environment - New Partnerships and Business Models

ELIG
Annual Conference 2014
18th to 19th of September
LONDON
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Preliminary Program Day 1

Thursday, 18 September 2014

Institute of Education, Drama Studio

- 10:00–12:00 **ELIG Board Meeting** (for Board members only)
- 12:00 **Registration & Lunch**
- 13:00 **Welcome and introduction by hosting Institute of Education London**
Chris Husbands, Director of the Institute of Education and Professor of Education
Opening ceremony
Richard Straub, ELIG Secretary General
Fadi A. Khalek, Vice President Higher Education & Applied Learning at Pearson and ELIG Chair
Introducing the theme of the conference
Adrian Wooldridge, Management Editor of the Economist
„The Coming Half-Revolution in Education“
- 14:00 **Coffee Break**
Introducing the theme of the conference
Chris Dede, Prof. of Learning Technologies at Harvard’s Graduate School of Education **„The Problem of Scalability in Education“**
- 15:00–17:30 **High-level panel & discussion**
Chris Dede, Prof. of Learning Technologies at Harvard’s Graduate School of Education
Sean C. Rush, President and CEO JA Worldwide
Patricia Manson, Head of Unit for Inclusion, Skills & Youth at the European Commission
Carl Lygo, CEO of BPP Holdings Ltd Vice-Chancellor, BPP University
Geoff Mulgan, Chief Executive Officer at Nesta
Moderated by Paul Hunter, Director Corporate Learning Network IMD and ELIG Board
- 20:00 **Dinner, Senate House, Chancellor’s Hall,**
Malet Street, London, WC1E 7HU

Friday, 19 September 2014

Institute of Education, Drama Studio

- 09:00** Views on „Stimulate entrepreneurship and innovation in education“, High-level panel & discussion
Moderated by Michael Shaw, programme director for online learning at Times Education Supplement
Jacob Kestner, Senior Associate at Pearson Affordable Learning
Jonathan Cave, Senior Research Fellow, RAND Europe
Kurt Peleman, CEO European Venture Philanthropy Association
Marc Ventresca, Strategy, Innovation and Marketing Faculty, Saïd Business School, University of Oxford
Sean Corcorran, General Manager Steelcase Education
- 10:30** Coffee Break
- 11:00** 3 parallel tracks, [Room 802/804](#), [Room 822](#), [Room 736](#)

Track 1

„New learning environments“

Sean Corcorran, General Manager Steelcase Education
Martti Raevaara, Vice President of Academic Affairs at Aalto University
Minna Torppa, Project Manager at Forum Virium

Track 2

„Social media, MOOCs & other digital opportunities in education“

Diana Laurillard, Professor of Learning with Digital Technologies, Institute of Education
Andy Lane, Professor of Environmental Systems at The Open University
Andreas Meiszner, ELIG, United Nations-University, University of Liverpool/Laureate

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Preliminary Program Day 2

Track 3

„Fostering local Creativity, new partnerships & business models“

Moderated by Sabine Schumann, Deputy Managing Director at PAU Education & ELIG Board

Eleanor Murphy, International Partnerships, CDI Apps for Good

Wouter van Tol, Corporate Citizenship Director, Samsung Europe

Alfonso Molina, Co-creator and Scientific Director, Fondazione Mondo Digitale (Italy)

Julia Manske, Researcher, stiftung neue verantwortung

13:00	Walking Lunch with interactive workshop „Learning innovation in workplace learning“, Room 802/804 Piers Lea , Chief Strategy Officer at LEO and ELIG Board Paul Hunter , Director Corporate Learning Network IMD and ELIG Board
14:00	Summary & closing statements, Room 802/804 Elmar Husmann , ELIG Deputy Secretary General Norbert Pachler , Professor of Education & Pro-Director (Teaching, Quality and Learning Innovation), Institute of Education, London University
15:00	End of the Conference

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Richard Straub

ELIG Secretary General

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SPEAKER

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

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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.



Chris Husbands

Director of the Institute of Education and Professor of Education

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SPEAKER

Personal Profil

Chris Husbands is an educationist, academic, university leader and public servant. He is one of the UK's leading educationists, and currently Director of the Institute of Education, University of London - rated first in the world in the 2014 QS rankings. He is an academician of the Academy of Social Sciences and a Council member of the British Education Research Association. He has held senior leadership positions in three UK universities, and visiting appointments internationally: he has taught or led consultancy programmes on four continents. A sought after international speaker, Chris is committed to educational research and development which improves outcomes and life chances for children and young people around the world. His research on education policy, teaching and curriculum has attracted over £5million in external funding and has been disseminated through almost 400 publications including 12 books and 50 papers as well as journalism and presentations around the world. His public service includes membership of the Academies Commission, the Commission on a Royal College of Teaching and, as chair, the independent Skills TaskForce as well as a series of non-executive board appointments. He has undertaken consultancy in Singapore, Moscow, China, and Norway.

He is an appointed Board Member of the National Trust Learning Panel.



Fadi A. Khalek

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

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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.



Adrian Wooldridge

Management Editor - Economist

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SPEAKER

Personal Profile

Adrian Wooldridge is the Management Editor and 'Schumpeter' columnist for The Economist magazine. Until July 2009 he was The Economist's Washington Bureau Chief and 'Lexington' columnist.

Wooldridge was educated at Balliol College, Oxford, where he studied modern history, and was awarded a fellowship at All Souls College, also at Oxford University, where he received a doctorate in philosophy in 1985. From 1984 to 1985 he was also a Harkness Fellow at the University of California at Berkeley.



Chris Dede

Professor of Learning Technologies at Harvard University

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SPEAKER

Personal Profile

Chris Dede is the Timothy E. Wirth Professor in Learning Technologies at Harvard's Graduate School of Education. His fields of scholarship include emerging technologies, policy, and leadership. His funded research includes grants from the U.S National Science Foundation to design and study immersive simulations, transformed social interactions, and online professional development. In 2007, he was honored by Harvard University as an outstanding teacher, and in 2011 he was named a Fellow of the American Educational Research Association.

Chris has served as a member of the National Academy of Sciences Committee on Foundations of Educational and Psychological Assessment and a member of the 2010 National Educational Technology Plan Technical Working Group. His co-edited book, *Scaling Up Success: Lessons Learned from Technology-based Educational Improvement*, was published by Jossey-Bass in 2005. A second volume he edited, *Online Professional Development for Teachers: Emerging Models and Methods*, was published by the Harvard Education Press in 2006. His latest book, *Digital Teaching Platforms: Customizing Classroom Learning for Each Student*, was published by Teachers College Press in 2012.



Sean Rush

President & CEO at JA Worldwide

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SPEAKER

Personal Profile

Prior to joining JA Worldwide, Sean was General Manager of IBM's Global Education Industry until 2006, when he retired after 12 years with the company to pursue a Masters in Public Administration degree at the Harvard Kennedy School. Before joining IBM in 1994, he had a 14-year career with Coopers & Lybrand (now PricewaterhouseCoopers) as a consultant, partner, and chairman of the firm's education and nonprofit practice. Sean has been engaged with education for the past 30 years as an executive, consultant, board member, and author. He has authored, edited, or co-edited some 20 books or articles, including *Managing the Facilities Portfolio*, *The Learning Revolution*, *The Future Compatible Campus*, and *Reinventing Higher Education*.

Sean serves or has served as a director or trustee of a number of organizations. In 2004, Sean was awarded the Alumni Distinguished Achievement Award by Boston College's Carroll Graduate School of Management. He was the year 2000 honoree of the Boston College Chapter of Beta Gamma Sigma (the national honor society for students of management). He was also awarded an honorary doctorate by Dowling College in New York as well as a University Excellence Award by Boston College for his work with the University's Irish Institute. He is presently Chair of the Harvard Kennedy School Fund and is an active participant in the World Economic Forum. Sean holds an MPA from the Harvard Kennedy School.



Patricia Manson

Head of Unit, eContent and Safer Internet
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SPEAKER

Personal Profile

Patricia Manson is Head of Unit, eContent and Safer Internet in the Directorate General Information Society and Media of the European Commission.

She has worked at the European Commission since the early 90s on ICT applications areas in the Community's research programmes and for the past 4 years has been involved in defining the research agenda and subsequent work programmes for technology enhanced learning research and for its implementation through the funded projects. Prior to joining the Commission she worked in the UK on a research-funded post providing technology and market watch, as well as information and advisory services to the cultural heritage community on the adoption of ICTs.



Carl Lygo

CEO of BPP Holdings Ltd
Vice-Chancellor, BPP University

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SPEAKER

Personal Profile

Carl Lygo is the founding Vice-Chancellor of BPP University, the UK's private university dedicated to business and the professions. Carl has been with BPP for 18 years and is the longest serving board director.

Before joining BPP, Carl qualified as a barrister, practising in London and Yorkshire, and became a Professor of Laws. He holds a first class undergraduate degree in law as well as a higher research degree in law and further qualifications in business subjects. Carl has also held lecturing positions at City University, Leeds University, Leeds Metropolitan University, University of East Anglia and London Guildhall University (now London Metropolitan University).

Carl was formerly a member of the General Chiropractic Council (appointed by the then Secretary of State for Education), during which time he also sat as the Chair of the Professional Conduct Committee. He was also a member of the Judicial Studies Board advisory board (appointed by the Lord Chief Justice) and the qualifications committee of the Chartered Management Institute. Carl is currently a member of the Department of BIS "International Education Council".

Carl has been included as one of the UK's 'Hot 100 lawyers' by The Lawyer magazine and recently the Education Investor magazine shortlisted Carl for the award of 'most valuable contribution to Education by an individual'. Carl lives in Canterbury with his wife and five children.



Geoff Mulgan

Chief Executive Officer

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SPEAKER

Personal Profile

Geoff Mulgan is Chief Executive of Nesta (the UK's National Endowment for Science Technology and the Arts). Nesta combines investment in early stage companies, grant programmes in fields ranging from health and education to the arts and giving, and research. From 2004-2011 Geoff was the first Chief Executive of the Young Foundation, which became a leading centre for social innovation, combining research, creation of new ventures and practical projects.

Between 1997 and 2004 Geoff had various roles in the UK government including director of the Government's Strategy Unit and head of policy in the Prime Minister's office. Before that he was the founder and director of the think-tank Demos. He has also been Chief Adviser to Gordon Brown MP; a lecturer in telecommunications; an investment executive; and a reporter on BBC TV and radio. He is a visiting professor at LSE, UCL, Melbourne University and a regular lecturer at the China Executive Leadership Academy. He is an adviser to many governments around the world, and has been a board member of the Work Foundation, the Health Innovation Council, Political Quarterly and the Design Council, and chair of Involve. He is currently Chair of the Studio Schools Trust.

His books include *The Locust and the Bee* - a study on the future of economic growth (Princeton University Press, March 2013), *The Art of Public Strategy - Mobilising Power and Knowledge for the Public Good* (OUP, 2008), *Good and Bad Power: the ideals and betrayals of government* (Penguin, 2006) and *Connexity* (Harvard Business Press and Jonathon Cape, 1998).



Paul Hunter

Director, IMD's Corporate Learning Network
ELIG Board Vice Chair

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MODERATOR

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.



Michael Shaw

Programme director (online learning), TES

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MODERATOR

Personal Profile

Michael is a journalist and edtech director at TES (formerly the Times Educational Supplement). He joined TES as a news reporter in 2002, and until last year was its deputy editor. Today he focusses on digital projects at TES, including apps for school staff and a new online learning system for teachers. He was among the contributors to the ELIG/UNU book, "Openness and Education".



Jacob Kestner

SE Asia Lead, Pearson Affordable Learning Fund

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SPEAKER

Personal Profile

Jacob Kestner leads business development in SE Asia for the Pearson Affordable Learning Fund (PALF) where he focuses especially on investments in low cost private schools and education technology. The PALF makes significant minority equity investments in for-profit education companies in the developing world, aiming to meet a growing demand for affordable education services which serve 'bottom of the pyramid' consumers. The fund is led by Katelyn Donnelly and chaired by Sir Michael Barber, Pearson's Chief Education Advisor.

Jacob represents Pearson as a board observer of APEC, a rapidly growing chain of high quality, low-fee schools in the Philippines. Before joining Pearson he developed digital products for the international education charity Teach For All. Previously he's taught History and Politics to 11-18 year olds as a Teach First teacher and was a founding director of a new school which opened in 2013 in one of the UK's most deprived boroughs.

See more at <http://www.affordable-learning.com>



Jonathan Cave

Senior Research Fellow, RAND Europe

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SPEAKER

Personal Profile

Jonathan Cave is a senior research fellow at RAND Europe. He most recently studied the economics and strategies of innovation and growth, as well as the impacts of new technologies. He is frequently involved in analysing European Union (EU) regulatory policy and its impact upon a range of issues from healthcare to new communication technologies. Cave has worked on network evolution (helping draft the Declaration of Limelette); governance and security; the governance of the Information Society; patent, copyright, and trademark issues (including economic and regulatory issues related to naming, knowledge exchange, software patenting, and trade over the Internet); information security and assurance; cybertrust; and the economic, socio-political, and environmental sustainability of the global networked knowledge society. He is a founding member of the Brussels-EU Chapter of the Club of Rome. Prior to joining RAND Europe, Cave held positions at the Bank of England; the U.S. Federal Trade Commission; and the universities of California, Illinois, and Warwick. Cave earned his B.Sc. in chemistry and economics from Yale University; his M.A. in economics from the University of Cambridge; and his Ph.D. in economics from Stanford University.

His research focuses are applied game theory; policy analysis; regulation (especially telecommunications); drug policy; trust and identity; research policy; social network analysis; financial economics.



Kurt Peleman

CEO - European Venture Philanthropy Association

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SPEAKER

Personal Profile

Kurt joined EVPA as new CEO in April 2012. Kurt is a Belgium national with outstanding work experience in both the non-profit and social entrepreneurial sector. He previously worked for Médecins Sans Frontières (MSF) for which he managed field programs in Thailand, Kenya, Russia, Bosnia and Angola and later became CEO of MSF-Norway. In 2000, he became the first 'philanthropy consultant' in Belgium, with a specific focus on venture philanthropy. After 5 years as a consultant, Kurt managed programs for the city of Antwerp and the Foundation for Future Generations. Since 2010, he was Director of Ashoka Belgium.



Marc Ventresca

University Lecturer in Strategic Management

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SPEAKER

Personal Profile

Marc Ventresca is an organisational and economic sociologist who teaches strategy, leadership and organisation theory at Said Business School with a focus on innovation and on how new markets get built. He is a Fellow of Wolfson College and affiliated Fellow of the Institute for Science, Innovation and Society (InSIS). He also works as Senior Scholar with Center for Innovation and Communication at Stanford University. Marc holds a lead faculty role in research and teaching initiatives focused on innovation and entrepreneurship, including service as faculty lead for Science Innovation Plus (a collaboration on enterprise skills with the Oxford Sciences Division). His research investigates governance innovation among global financial markets, entrepreneurial leadership in knowledge- and -information-intensive organisations, and value creation in emerging ecosystem services markets. Beyond Oxford, Marc serves on several journal editorial boards and is a regular reviewer for the U.S. National Science Foundation and the Oxford University Press. He contributes to scholarly and professional activities in the American Sociological Association, the Academy of Management and the European Group for Organisation Studies. He is Research Associate Professor of Global Public Policy at the Naval Postgraduate School and a research affiliate at University of California Irvine Center for Organizations Research and at the Center for International Security and Cooperation, Stanford University. Marc is a GTF Awards Excellence in Innovation judge.



Sean Corcorran

General Manager, Steelcase

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SPEAKER

Personal Profile

Sean Corcorran is General Manager of Steelcase Education, a division of Steelcase, Inc., a global furnishings company designing modern and sustainable environments for workplace and academic settings. Sean has been involved in research and development of new education solutions including visual collaboration technologies, interactive whiteboards, and furniture, for classrooms and other learning environments.

He has more than 20 years of experience in design, engineering, product development, and innovation consulting.



Martti Raevaara

Vice President of Academic Affairs at Aalto University

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SPEAKER

Personal Profile

Martti Raevaara is the Vice President of the Aalto University, in charge of academic affairs, especially learning, teaching and education. 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 Arts, Design and Architecture 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.



Minna Torppa

Program Manager, Forum Virium Helsinki

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SPEAKER

Personal Profile

Minna Torppa works in the 6Aika Strategy Office as a Project Manager. Between 2012-2014 she managed a project entity called Collective School and Innovative Services. The project's idea is to strengthen communality at schools and inspire students to participate in developing their school environment.

Until 2011, Minna runned the Idealinko project at Forum Virium Helsinki. Idealinko encouraged people to come up with concrete ways to improve everyday wellbeing services, work methods and environments. The project was part of the Healthy Helsinki programme developing and testing digital welfare services together with the residents.

Previously, she worked at Salamander Bros. Ltd in the field of corporate events. She has a Master's Degree in Economic Sciences and a BBA.



Diana Laurillard

Professor of Learning with Digital Technologies

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SPEAKER

Personal Profile

Diana Laurillard is Professor of Learning with Digital Technologies, Institute of Education, developing the Learning Designer tools for teachers, and digital interventions for learners with low numeracy and dyscalculia; running an online masters module, and a professional development MOOC for primary teachers through University of London/Coursera.

Previously: Head of the e-Learning Strategy Unit at DfES; PVC for learning technologies and teaching at the Open University; Visiting Committee on IT at Harvard; Royal Society Working Group on Educational Neuroscience.

Currently Chair of the Association for Learning Technology, on the Government's Education Technology Action Group; Board of the E-Learning Foundation, Thinker in Residence, Royal Flemish Academy. Her most recent book is Teaching as a Design Science, Routledge, 2012.



Andy Lane

Professor of Environmental Systems at The Open University, UK

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SPEAKER

Personal Profile

Professor Andy Lane been at The Open University in the UK since 1983 and held various offices including being Head of the Systems Department, Associate Dean and Dean of the former Technology Faculty.

Promoted to Professor of Environmental Systems in 2005, Andy was founding Director of The Open University's multi-award winning OpenLearn Initiative from 2006-09, served as a Board member of the Open CourseWare Consortium (now Open Education Consortium) from 2008-10 and been involved in a number of European Open Educational Resources initiatives such as MORIL and OER-HE. He was also a Senior Fellow in the Support Centre for Open Resources in Education at the OU from 2009-12 and lead the recently completed JISC funded SusTEACH project investigating the carbon impacts of HE teaching models which was shortlisted for a Green Gown award.

Andy has authored or co-authored many teaching texts, research papers and other publications dealing with systems thinking and environmental management; the use of diagramming to aid systems thinking and learning; and systems of open education, especially the impacts of open educational resources and open courses.



Andreas Meiszner

ELIG Fellow

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SPEAKER

Personal Profile

Dr. Andreas Meiszner is a fellow and senior advisor with the European Learning Industry Group (ELIG) and an affiliated research fellow with the United Nations University UNU-MERIT (NL) where he previously served as a principal Investigator, from 2009 through 2012. He is the co-founder and managing partner of SCIO (PT), 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. He also is a doctoral tutor and doctoral thesis supervisor with the University of Liverpool's DBA program (UK), where he teaches the courses 'Complex Adaptive Systems', 'Knowledge Creation', 'Introduction to Qualitative Research Methods', and 'Ethics'.

Andreas has a track record as Principal Investigator in numerous research, training and capacity building projects within Europe and across the globe. 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'. Andreas obtained his PhD in 2011 from The Open University (UK) for his work carried out at their Institute of Educational Technologies and that is titled 'The Emergence of Free / Open Courses - Lessons from the Open Source Movement'.



Sabine Schumann

Deputy Managing Director at PAU Education

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MODERATOR

Personal Profile

As the Projects Director and Quality Assurance Manager, Sabine (Germany) oversees general operations and project implementation at P.A.U. Education, most of all in terms of impact, quality and resource efficiency. This includes planning and coordination between the different projects, and monitoring in order to ensure quality and improvements. Sabine's experience in the company ranges from strategic development and analysis to writing proposals to budget coordination.

She is the main contact point for project managers, the different departments and external project partners for any quality or outcome issues. She also supervises the projects' progress and results. She provides regular project evaluation and updated reporting on the projects' impact and is in charge of internal and external coordination, ensuring the compliance of all project partners' deliveries with the client requirements.

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



Eleanor Murphy

International Partnerships at CDI Apps for Good

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SPEAKER

Personal Profile

Eleanor is an International Development professional, who in the past ten years has specialised in the Latin American region. Recently returned to the United Kingdom (UK), she is now working with the education technology movement, Apps for Good, supporting the development and delivery of international partnerships.

During a career that spans more than two decades and bridges a diverse range of experiences, Eleanor has held senior positions in the third sector and private sector, while living and working in various developing countries and the UK. She benefits from a grounded, broad experience of results-based management, having developed and run a good variety of projects and programmes, with financing from the European Commission, Inter-American Development Bank and AECID (Spanish Agency for International Development Cooperation) among others.

Eleanor speaks and writes fluent French, Spanish and Portuguese, and is currently learning German again.



Wouter van Tol

Corporate Citizenship Director, Samsung Europe

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SPEAKER

Personal Profile

Wouter van Tol is Corporate Citizenship Director for Samsung Electronics Europe.

The aim of Samsung's Corporate Citizenship programme is to address youth unemployment and the ICT skills gap in Europe by giving young people access to smart technologies, skills and training.

Between 2013 and 2019 the programme will directly benefit more than 400,000 young people across 32 European countries, and it forms Samsung's contribution to the European Commission's Grand Coalition for Digital Jobs.

Before joining Samsung, Wouter worked at Nestlé and Procter & Gamble.



Alfonso Molina

Professor of Technology Strategy

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SPEAKER

Personal Profile

Alfonso joined the University of Edinburgh in 1987 as a research fellow and in 1999 he was awarded a Personal Chair in Technology Strategy. Alfonso's long-term interest has been the development of an Action Research, Development and Implementation (ARD&I) programme based on, and reinforcing, his theoretical work on technological and social innovation. Alfonso's innovation theory propounds the concepts of "sociotechnical constituencies" and "processes of sociotechnical alignment" as a way to understand and inform the development of innovation processes. In 2001, Alfonso was co-creator of the Consorzio Gioventù Digitale, an Italian public-private partnership involving the Municipality of Rome, the Lazio Region and six large ICT companies. He was appointed Scientific Director, leading the strategic development of the Consortium towards its transformation into a Foundation - the Fondazione Mondo Digitale (<http://www.mondodigitale.org>) - in 2006.

Alfonso has collaborated as advisor and consultant for the European Commission and has published books, papers, reports, and models. He designed the original strategy for the Global Cities Dialogue, including the writing of its Helsinki Declaration now signed by over 180 cities from all over the world. He has worked with the cities of Rome, Stockholm and Edinburgh and he is former Chairman of the international juries of the Stockholm Challenge Award and the European Citizenship for All Award run by Telecities and Deloitte and Touche; and present Chairman of the international jury of Rome's Global Junior Challenge. Alfonso led the creation of the Multi-sectoral Cluster on Educational Robotics in Italy, and he is currently Acting Chairman of its Coordinating Board. Alfonso is also the creator of the pioneering Phyrtual InnovationGym, a physical-virtual environment aimed at promoting a culture of innovation and education for life. Phyrtual.org is the virtual dimension of this environment.



Julia Manske

Researcher Project „Ecosystems for Innovations“

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SPEAKER

Personal Profile

Julia Manske is currently working as a Researcher at stiftung neue verantwortung, a Berlin based Think Tank, where she analyses if and how digital innovation can be used to tackle societal challenges. Prior to this she was a Fellow at the Vodafone Institute for Society and Communications and was in charge of the area of “Knowledge Participation”. She also worked with Goodroot, a consultancy for evaluation and impact measurement in the non-profit sector. Julia is a social anthropologist; she studied in Munich and Mexico City.



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SPEAKER

Norbert Pachler

Pro-Director: Teaching, Quality and Learning Innovation
and Professor of Education

Personal Profile

As Pro-Director: Teaching, Quality and Learning Innovation, Norbert has strategic responsibility for the IOE's teaching and learning portfolio, leading change, managing quality, and supporting innovation. In his role as Professor of Education he specializes in teacher education and development, technologies in teaching and learning and foreign language education.

Norbert has previously held various IOE-wide roles including that of Director: International Teacher Education, Pro-Director: Professional Education, Acting Dean: Initial and Continuing Professional Development and Deputy Head of School of Culture, Language and Communication.

Between 2005 and 2010 Norbert was Co-Director of the Centre for Excellence in Work-based Learning for Education Professionals (<http://centre.wle.org.uk>). Through this WLE-work he fostered technology-enhanced approaches to teaching and learning by facilitating innovation and developing new concepts and theoretical thinking.



Piers Lea

Chief Strategy Officer of LTG plc and LEO
ELIG Board Vice Chair

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SPEAKER

Personal Profile

Piers has worked in distance learning and communications since his time at the University of London (1980-83). During that time, the University was awarded a grant by the UK government to investigate learning via interactive media. From here he went to work for Channel 4, Epic and Video Arts before founding LINE Communications in 1989.

Following the formation of LEO through the merger of LINE and Epic, Piers now plays a key role in defining the company's strategic offering. Under his design-focused guidance LEO is setting the standards for e-learning organisations ranging from the UK Ministry of Defence to Ford of Europe. Piers has been ranked in the top two corporate e-learning movers and shakers in the UK and top six in Europe. He is also a European Learning Industry Group (ELIG) Ambassador.

Piers has developed learning and communications solutions for such clients 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 Leadership of Schools and Children's Services and the BBC.

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



Abbas Hasan

VP Strategy and Business Development, Professional at Pearson

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Personal Profile

Passion for education with experience building and running education offerings at all ages and stages.

Prior roles:

- Edexcel/Pearson Qualification Services, Director of Operations
- Global Glimpse (Education start-up serving US high Schools), Founder
- Bain & Company, Case Team leader
- Booz Allen Hamilton, Senior Associate
- MBA, Stanford Graduate School of Business; BS, University of California at Berkeley
- Currently trustee or Board Director of Blue Ventures and Global Glimpse



André Richier

Principal Administrator, European Commission

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Personal Profile

André Richier is responsible for policy issues relating to information technology, competitiveness and innovation and the digital economy in particular e-leadership and the EU e-skills strategy. In this capacity he is contributing to the "Grand Coalition for Digital Jobs" launched in March 2013. He was the 2002-2003 EU Fellow at the LBJ School of Public Affairs (University of Texas at Austin). He played a leading role in the EU e-learning initiative in 1998-2001. Before that Andre was in charge of multimedia research projects within the European Strategic Programme for Research in Information Technology (ESPRIT).

Prior to joining the European Commission, he held sales, marketing and management positions in the IT industry. André started his career at IBM in 1985.

André is 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. He attended Executive courses on Advanced Marketing Management (HEC-ISA); Strategic R&D Management (INSEAD) and IT Value Management (IVI).

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



Andrea Forbes

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Personal Profile

Andrea Forbes has been working internationally in the Education Technology, Media Content and Professional Development industries for over 15 years. Her roles have encompassed strategic and business development, research, account management, marketing and communications.

She has also worked in parallel in executive coaching, training and mentoring. Companies she has worked with include Getty Images, Texas Instruments and IKEA prior to joining LRN in 2014. She has implemented blended professional development programmes and online learning systems in several countries and contexts. One of her most rewarding assignments at Texas Instruments was building an ambassador network to promote STEM education technology products and training throughout Europe. This network then created new materials and courses which fed back into product development. Andrea cares deeply about learner insights and enjoys working closely with trainers, teachers and learners to understand their needs. Andrea holds degrees from the University of Cambridge and The Open University.

Andrea has worked in Germany, France and the US and is fluent in German and French as well as English. She is currently based in London. In her current role at LRN, Andrea works with European partners and consults on a wide range of Education issues in Ethics, Compliance, Leadership and Management.



Andrzej Molski

Managing Director, Young Digital Planet

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Personal Profile

Andrzej Molski is a graduate of Poznań Technical University and École Nationale Supérieure des Télécommunications de Bretagne, France. A manager with significant business achievements, he used to work for the Polish leading telecommunications company, Telekomunikacja Polska S.A. where he was responsible for the development and implementation of new products as well as providing services for the majors. He gained experience in the multimedia industry working as the Chairman of ATM Software Sp. z o.o., a major Polish multimedia company. Prior to that he took on the function of the Managing Director of CA in Poland.

In March 2012 Sanoma Learning Board of Directors appointed Andrzej Molski the Managing Director of Young Digital Planet. The reforms that he introduced have strengthened the position of the company as the leader in the global market of educational solutions.



Anna-Kaarina Kairamo

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Personal Profile

Anna-Kaarina Kairamo holds the Master of Science degree from University of Helsinki. She is Certified Information Specialist (Helsinki University of Technology), worked with several publishing companies for ten years as an Publishing Editor and a Publishing Manager and several years as an Information Manager with Helsinki University of Technology, Lifelong Learning Institute Dipoli. Since 1995 she has been participating as a project manager in several EU projects related to ICT in education within the programmes TEMPUS, TAP, LEONARDO, SOCRATES, IST and eLearning Initiative. She is currently working as a training manager of Teaching and Learning Development support services at HUT. Specialised in technology enhanced learning she is also acting as a senior adviser in several Finnish Virtual University projects.



Armin Hopp

Founder and President of digital publishing AG | Speexx -
The perfect way to learn a language

Personal Profile

Armin Hopp is founder and president of dp (digital publishing AG), the global provider of Speexx, the world's leading online language and business communication training service. His academic background is in Linguistics and English literature. Mr. Hopp is a regular speaker at conferences and seminars. He has been bestowed with the National German Award for Further Education and is member of the steering committees to the HR Expo Professional Learning Europe Conference and LEARNTEC, and ambassador for Towards Maturity in the UK.

About Speexx

Speexx is the online language training partner of choice for the world's leading brands. Over 1000 corporations and 7 million students worldwide trust in Speexx to improve business language skills for both career and personal growth. See www.speexx.com

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Astrid Groborsch

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Personal Profile

After Astrid finished her studies with a degree in graphic design, she worked for design consultants in NY.

Back in Europe, she started her own business in Cologne in 1999.

Since then she has been creating high-quality corporate design and internet concepts for various industries.

Her business (neo design consulting, www.neodc.de) is now located in Bonn.

Astrid has developed the new ELIG brand for online and print use.

She is in charge of communication and design of the ELIG initiatives we.learn.it and HoTEL.

She is responsible for CRe-AM - a new ELIG initiative - as a manager.



Astrid Jaeger

Business Development Director at ICWE

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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.



Bob Little

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Personal Profile

A business-to-business public relations specialist who's been running his own PR consultancy since 1990, Bob Little has a wealth of communications experience - as a writer, speaker, singer, editor, blogger, tweeter and corporate communications adviser.

Before becoming a PR specialist, he'd been employed as a management trainer, economist and in-house journalist. Bob's pursued a number of parallel careers - including training as an opera singer and performing as a semi-professional principal tenor in operas and concerts around the UK. You can even hear him performing, via YouTube.

His PR consultancy - Bob Little Press & PR - works around the world, currently with global clients based in Italy and the UK. At present, he writes regularly for publications in the UK, Germany and Latin America.

Having worked in the road transport and logistics sector, Bob is a Liveryman in the Worshipful Company of Carmen (the ancient transport and logistics livery company in the City of London). He's also a Freeman of the City of London.

In July 2014, he co-authored a major report - A Review of the e-learning markets of the UK, EU and China 2014 - looking at the state of the corporate online learning industry, taking account of wider economic influences, particularly as they affect the industries that buy online learning technologies (both in terms of learning content and systems).

In 2013, his first e-book in the field of e-learning/online learning technologies was published: 'Perspectives on Learning Technologies' (ASIN: B00A9K1VVS) it's available from The Endless Bookcase and Amazon. It contains over 200 pages of observations on issues in learning technologies, principally for learning & development professionals.

In his spare time - among other things - Bob's a Trustee of Workplace Matters, a charity which aims to improve workplace culture and performance as well as supplying pastoral and spiritual care to people in the workplace.



Bostjan Ljubic

Vice President Sales, Steelcase

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Personal Profile

Bostjan Ljubic is in charge of sales for the UK and Ireland for Steelcase who is the global leader in furnishing the work experience in office environments. Steelcase and its brands offer a comprehensive portfolio of products and services for the workplace, inspired by over 100 years of insight gained serving the world's leading organizations.

Our strategy is to grow by leveraging our deep understanding of the patterns of work, workers and workspaces to offer solutions for new ways of working.

He enjoys a challenging position where he can continuously develop my professional and personal skills. He believes in collaborative teamwork and getting involved and learning in all fields of our organization.

Founded in 1912, Steelcase became a publicly-traded company in 1998. Headquartered in Grand Rapids, Michigan, USA, Steelcase is a global company with approximately 10,400 employees and 2014 revenue of approximately \$3.0 billion.



Christina Gloerfeld

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Personal Profile

Christina is a member of the research group Mobile Learning and research associate at the department of Educational Science and Media Research, Prof. Dr. de Witt.

Before joining the FernUniversität in Hagen, Christina worked as Communication/Media Planner at ZenithMedia and Maxus Communications. She developed, planned and implemented communication strategies for various international clients in the consumer goods industry.

At the University of Duisburg-Essen she completed her studies in Practical Social Sciences, Communication Science and Business Administration-Marketing as Magister Artium. Furthermore she was exchange student at the Universitetet i Oslo, where she took courses in media and communication.

Other activities: Student assistant at the Institute of Chemistry Education at the University of Duisburg-Essen, participation in various international projects together with the German Digital Institute in Berlin in the fields of new media and digitization. In addition, consultation of the UNEP/Wuppertal Institute Collaborating Centre of Sustainable Consumption and Production in questions about media and public relations.

Cedric Wolcott Crocker

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Personal Profile

Cedric Crocker is Vice President for Strategic Partnerships / Knowledge Services Group at Wiley (John Wiley & Sons / NYSE: JWA), based in London. He is responsible for supporting the continuing professional learning and education needs of Wiley partners in Europe and Asia while developing new business models and accelerating growth and market presence for Wiley. Crocker works with corporates, professional associations, professional services firms, and business schools to evaluate needs and co-create learning solutions. Prior to assuming his current position, he was Vice President and Executive Publisher in Wiley Professional Development, based in San Francisco.

Prior to joining Wiley, Crocker was VP & Director at The Compage Company, a business communications and publishing services firm, where he led the tech sector team and was responsible for new business development, client consultation, and strategic & project planning.



Charles Gould

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Personal Profile

Charles is the founder and CEO of Brightwave, the e-learning company and previously Principal Consultant at PwC. Brightwave are pioneers and innovators in using technology to support continuous learning. We pursue a vision of personalised learning, drawing from digital trends outside work.



Cecile Hoareau McGrath

Senior policy researcher at RAND Corporation

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Personal Profile

Cecile is an experienced policy researcher, with a proven track record in securing international research contracts and grants, as well as leading the design and delivery of large scale public policy projects, particularly international and comparative, involving quantitative and qualitative methods and wide international networks.

Her areas of expertise include education, especially higher, as well as research and knowledge creation, for European institutions as well as other public and private organisations.

She has lectured and presented her work internationally, and has authored publications in English, Spanish, French and Chinese.



Claudia Didjurgeit

ELIG, Senior Advisor

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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

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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.



Coles Wilkinson

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Personal Profile

A passionate thought leader in online-educational technologies. Mr. Wilkinson is in his 5th year delivering enterprise eLearning solutions to hundreds of thousands of students and teachers around the globe. Mr. Wilkinson holds a BS in Communications from James Madison University in Harrisonburg, Virginia & an MBA from The Mason School of Business at The College of William & Mary in Williamsburg, Virginia.



Daniella Bird

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Personal Profile

Since graduating from the University of the Arts and London Metropolitan University with a Masters in Interior Design, Daniella has gained extensive experience working both independently and within architectural and interior design practices.

Together with a strong technical background in project management, her diverse range of clients include brand and advertising agencies, banking, embassies and education. Recent projects include the interior design of head offices for an award winning branding agency in Central London and the design and fit out of a 6th form college at a secondary school in East London.



Darren John Coxon

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Personal Profile

Darren Coxon joined CATS College this year as Vice Principal. Prior to this post he was Deputy Principal at Parkside Federation Academies, where he was responsible for the quality of teaching and learning across the federation. He successfully led on an innovative project to supply iPads to the entire sixth form, and was given Apple Professional Developer status in recognition of the work done in this area. This year he is once more leading on a programme to bring iPads into CATS, with every AS student receiving a device.

Darren spent seven years working at Aiglon College in Switzerland, where he ran a boarding house along with his wife before becoming Head of English. Whilst at Parkside, Darren worked closely on the design of a new school for Cambridge, and has brought his expertise into the design of CATS College Cambridge's latest project, a brand new campus which will combine home from home comfort with cutting edge spaces for learning. His rigorous academic background (a degree from Cardiff and postgraduate from Cambridge) coupled with his experience in innovative approaches to teaching and learning, makes him the ideal person to take the academic provision at CATS College Cambridge into the future.



David Worlock

Advisor and Program Co-Chair, Outsell Executive Programmes

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Personal Profil

David Worlock is a Cambridge History graduate who joined Thomson Reuters as a trainee in 1967, and subsequently worked in educational and academic publishing before managing Thomson's school-based publishing as Group Executive Publisher in the late 1970s. Between 1980-85 he was CEO of the pioneer development of EUROLEX, the UK's first online service for lawyers, subsequently acquired by Reed Elsevier in 1985. In that year he founded Electronic Publishing Services Ltd, a research and consultancy company based in London and New York which has worked alongside the digital content industry in developing strategies for products and markets in consumer and business sectors. Content environments have ranged from text to audio-visual, from online to wireless, from narrowband to broadband. Major projects included the development of Fish4 of which he was non-executive chairman for five years. Public consultancy work includes advisory services and projects for the European Commission, the Department of Trade and Industry, the British Library, QCA and the Soros Foundation.

During this period David served as non-executive director of Dorling Kindersley plc, prior to its acquisition by Pearson, and Book Data Ltd, which he co-founded, prior to its acquisition by VNU. He has also held a variety of non-executive posts, including Creature Labs (intelligent life-form games environments), and Panlok (DRM). For 25 years he has been a non-executive director of the international operations of the Bureau of National Affairs Inc. He is a media advisor to Bridgepoint Capital. He was an advisory board member of Ingenta and Granville Baird. David was also Chairman of the Digital Content Forum, which formed a two-way conduit between the 36 UK information industry organizations in their dialogue with government on digital content issues. Other public appointments included his roles as a member of the Advisory Panel on Public Sector Information (Cabinet Office) and as the independent commercial representative on the Content Advisory Board (Department for Education and Skills). He is a member of the Industry Advisory Board at the Oxford International Centre for Publishing Studies, Oxford Brookes University, and acted as publishing adviser to the National Academy for Gifted and Talented Youth at the University of Warwick. In 2004 he acted as Special Advisor to the House of Commons Select Committee on Science and Technology's enquiry on Science publishing.

In 2006 David and his colleagues sold Electronic Publishing Services to

Outsell Inc., the California-based sector leader in information industry research and analysis. David, having retired from Outsell, now co-chairs and manages Outsell's Executive Programs, in which some 120 industry CEOs and strategists meet in five councils on both sides of the Atlantic to look at the long and short term strategies which will need to be implemented to secure the future growth and profitability of the sector. He continues to speak and write widely on industry issues. He combines this with a role as Media Advisor for Bridgepoint , the European private equity player .

David has worked closely with industry trade associations. He is currently Chairman of the Business Information Industry Association (BIIA) which represents the views and conducts the advocacy of the industry in Asia-Pacific. (www.biiia.com) For five years he was chairman of the European Information Industry Association, and then of the Information Communication Industry Association. He has been a member of subcommittees of the Publishers Association, the Periodical Publishers Association and the Newspaper Society. He is currently an Advisory Board member at IFIS (International Food Science Information Service) and at ELIG (the European Learning Industry Group). Outside interests include a passion for rugby football (he is a Gloucester supporter - proud to be called a "a one-eyed Shedhead"), for history and literature, and for pig farming and the state of British agriculture.



Ebrahim Mohamed

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Personal Profile

Ebrahim, who was awarded this year's Graduate School Director's Award for Professional Skills Training by Imperial College, is a specialist educator in the field of entrepreneurship education and will help spearhead Climate-KIC's reputation in technology entrepreneurship and innovation in Europe.

Ebrahim is a principal teaching fellow and faculty member at Climate-KIC partner Imperial College London's Finance & Accounting department and Imperial Entrepreneurship Hub.

He is a graduate of the London School of Economics. Ebrahim does teaching, research and consulting in the area of accounting, finance, innovation, entrepreneurship and education.

Ebrahim has been at Imperial College since 1992 and has worked on a number of graduate programmes and led significant innovation initiatives in education. He has held visiting lectureships for the London School of Economics, City University, London Business School and Queen Mary University of London.

He is an accredited examiner of the University of London external programme and a fellow of the Higher Education Academy (HEA).



Eric Razenberg

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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

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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.



Federico Dondero

International Sales Manager at eXact learning solutions

Personal Profile

Starting from August 1st 2010 Giunti Labs Srl has been rebranded to eXact learning solutions S.p.A. after a MBO conducted by the Management which originally founded the company in 1994.

Federicos current role is International Sales Manager, in charge to follow direct sales in all the countries where the company doesn't have a direct presence, mainly in EMEA region.

eXact learning solutions (fka Giunti Labs), a company of Lattanzio Group, offers its clients a wide range of solutions and services for their digital learning content development, management and delivery needs. The company has got some 20 years of experience and expertise in the IT field as applied to the Content, Learning & Knowledge Management market.

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Florence Rizzo

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Personal Profile

She is the founder of Creative Lab for Social Change dedicated to social innovation from design to implementation, especially in the field of education.

She was nominated in June 2011 at the French National Council for New technologies to co-lead a working group on e-education. She was also part of a French parliamentary mission working on the impact of new technologies on pedagogy. The Report was handed to the ministry of Research at the beginning of 2012.

She worked with Ashoka, a global network of innovative Social Entrepreneurs (www.ashoka.org) to contribute to its launch in France. She founded IMPACT competition (www.concours-impact.fr), a new program to support Citizen Sector Organizations to scale up and evaluate their social impact. She was also in charge of the Fellows and the Business Entrepreneurs' Networks of Ashoka. She is still in charge of the launch of a new initiative on empathy and change making skills.

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

Florence is an ELIG fellow.



Frank Edwards

Director Workforce Development, Pearson

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Personal Profile

Frank Edwards is currently a Director of Workforce Development with Pearson Education and involved with several international reform projects. Before taking the role of Director of Workforce Development, with Pearson Education, he was a consultant for both Pearson Learning Solutions and Edexcel International. Frank has been a successful principal and Chief Executive of a further and higher Education Institution. This was a start-up educational institution which required a very different skill set to that of managing an existing established institution. Through his leadership the institution achieved the prestigious award as the first Edexcel European International Centre of Excellence. He has extensive experience in advising and working with governments regarding vocational education and training reform and implementation.

Frank has a vast amount of experience relating to the implementation of vocational education and training projects, having successfully designed and managed projects for British Telecom, RACAL Training Services LTD, UK National Agencies, UK Ministry of Defense and several overseas government institutions. His area of expertise is the implementation of complex government reform projects.



Heike Brand

University Strategy Officer, FernUni Hagen

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Personal Profile

Heike Brand studied sociology at the University of Bielefeld and earned her doctorate at the Technical University of Dortmund. She has more than 25 years of experience in distance education. She works at the FernUniversität in Hagen, Germany, which is the largest scientific university in Germany with more than 75.000 students. It is also the only state funded distance teaching university in Germany.

She started her career in the field of study centers, student support and counselling. At present, she is part of FernUniversität's strategy unit, focusing on technical enhanced study, ICT in distance education, trend tracking and HE policy. She is responsible for the cooperation with international ODL-organizations.



Jeanne Bracken

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Personal Profile

General Manager of LID Editorial Spain where she specialises in generating PR for businesses and individuals through publication of books, eBooks, eLearning, apps and speaking events. Her international publishing experience includes new product development, corporate sales and multi-platform products for content in different areas of business and personal development. She has worked on numerous bestselling business titles for Spain, Latam, the UK and the US and is currently developing online learning products for universities and business schools in Europe.

She holds a bachelor's degree in Economics and Business Economics from the University of Southampton, a master's in Translation Studies from the University of Alicante and a diploma in Management from the EOI business school.



John Helmer

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Personal Profile

John Helmer is a communications strategy expert specialising in digital industries, and a leading figure in the UK e-learning industry in particular. His career includes many years working with and for organisations including Epic, LINE, Semantico, Towards Maturity, Ufi/learndirect, Kineo, Willow DNA, Learning Light, Capita Learning Solutions and Futuremedia.

He has created and developed many Thought Leadership programmes on behalf of corporates, not-for-profits and public bodies, is an active blogger and editor, and has written numerous articles (including articles for peer-reviewed journals) and white papers relating to the learning and publishing industries.

At Academy Internet, he pioneered in digital marketing, helping to create and promote over thirty training courses on using the internet for marketing and business. At LINE he helped to develop the vision of Learning Architectures and The New Learning Organisation. He is also a published novelist and columnist, has been on Top of Pops, and won a Perrier Award.



Dr. Jörg Szarzynski

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Personal Profile

Dr. Jörg Szarzynski holds a diploma in Geography from the University of Bonn and a PhD in Physical Geography and Atmospheric Sciences from the Universities in Mannheim and Göttingen. He has broad expertise in climatology and remote sensing, global environmental change research, capacity-building and web-based data and information management. His work experience also encompasses curriculum development, organization of international seminars and workshops and lecturing within international training courses on remote sensing applications for Risk and Disaster Management in several African countries, especially in West, Eastern and Southern Africa.

Prior to joining UNU-EHS, Jörg was working as Senior Researcher at the Center for Development Research (ZEF), Bonn, Germany, where he also served as coordinator and lecturer at the Bonn International Graduate School for Development Research (BIGS-DR). Subsequent to ZEF, Jörg joined the German Aerospace Center (DLR) where he was in charge of the coordination of capacity development activities within the German Indonesian-Tsunami Early Warning System (GITEWS). Later on, DLR seconded him as Senior Expert to the United Nations Platform for Space-based Information for Disaster Management and Emergency Response (UN-SPIDER). Within the team, he was principle desk officer for Africa responsible for relief activities after natural disasters, technical consultation, information management, collaborative network development and the cluster on health and climate change adaptation. He also contributed to the design and development of the UN-SPIDER Knowledge Portal, outreach activities, awareness-raising, and the conduction of Technical Advisory Missions officially requested at governmental level.



Julie Lecoq

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Personal Profile

Julie Lecoq is a Workplace Consultant focussed on higher education within Steelcase in London. She supports the Steelcase UK sales team and works with diverse audiences, ranging from architects, designers and project managers through to HE employees themselves, helping educational institutions create the most effective, rewarding and inspiring learning environments to meet the evolving needs of students and educators.

Passionate about new technologies, design and education, Julie qualified with a Masters in New Technologies & Education and has since built up a long history with the education market, working in the past as an Education Consultant for Steelcase France as well as teaching English and French languages to both adults and children.



Julie Mercer

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Personal Profile

Julie is the Global Industry Lead for Education at Deloitte and also leads Deloitte's UK education practice working with a range of clients spanning public and private sector, K-12 to higher education and the education supply chain. A graduate of the University of Bristol, Julie trained as an accountant with the NAO and spent a number of years advising the C&AG and PAC on policy matters, including education, prior to joining Deloitte.

She has worked at all levels within the UK Education system from policy development and implementation through to working with Universities, academy chains and international schools groups to develop sustainable business models for growth. Over the past three years, Julie has been working with the UK government and the HE sector to understand the impact of regulatory and funding reform as well as how competition and internationalisation are impacting UK higher education. Julie has experience of working with education systems in the UK, India, Australia and the USA and has led much of Deloitte's work across the sector. Julie has established a global network of practitioners across Deloitte to work with clients in local markets.

Julie is passionate about the opportunity that education provides for individuals, communities and society and education's role in driving innovation, social cohesion and economic growth. She has spoken at conferences and written a number of articles on the topic. Julie lives in Oxfordshire with her husband and three children.



Karl Donert

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Personal Profile

Karl Donert is a consultant and education specialist. He is Director of the European Centre of Excellence, digital-earth.eu, based at Salzburg University, Austria and Director of Innovative Learning Network.

He is President of EUROGEO (the European Association of Geographers), a UK National Teaching Fellow who worked at Liverpool Hope University. He is Adjunct Professor at the University of Salzburg and was coordinator of the HERODOT Network for Geography in higher education. Current projects include the digital-earth.eu and School on the Cloud networks.

He is Vice President of the Democracy, Social Cohesion and Global Challenges group at the Council of Europe, an expert to the European Commission in Brussels, an elected member of *Academea Europea*, and former Hon. Vice President of the Geographical Association.

He researches and publishes widely on many aspects of geographical education, citizenship, the use of geo-media and new technologies and on the State of Geography in Europe.



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Kelwyn Looi

Office of Sir Michael Barber, Chief Education Advisor,
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Personal Profile

Kelwyn works in the Global Efficacy Team at Pearson, working with senior leaders across the business to make practical the company's commitment to measurably improving learner outcomes. Prior to joining Pearson in 2013, Kelwyn worked in mergers and acquisitions for the investment bank Rothschild. He also worked in the commercial department of Manchester United Football Club, helping to source, track and recommend potential sponsorship opportunities. Kelwyn has a background in Economics from UCL and is based in the UK.



Kevin Young

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Personal Profile

Kevin Young is Skillssoft's Vice President and General Manager, EMEA. Kevin is primarily responsible for overseeing Skillssoft's direct and channel sales operations in the EMEA region, including business development, sales, marketing and the successful implementation of Skillssoft's products and services. Kevin also focuses on building collaborative client partnership programs and works closely with international counterparts in North America and APAC.

He has over 30 years' experience in the IT industry, most of which have been in the technology-based training sector. Before joining Skillssoft in 1999, Kevin had significant operational responsibilities with both SmartForce and NETg in the UK, Europe, and Australia.

Kevin has a BSc (Hons) from Newcastle University.



Koen de Pryck

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Personal Profile

Prof. Dr. Koen DePryck (°1962) teaches 'innovation of education' and related subjects at the Vrije Universiteit Brussel and at ADEK University of Suriname. He is superintendent of schools (17000+ learners) of Antwerp, Belgium. He was director of one of the larger centers of adult education, with a focus on integration education and second language learning, second chance to learn, higher professional education and entrepreneurial competences. He is advisor on education to the Organization of American States. He publishes and lectures extensively on evolutionary aspects of learning, the use of ICT in education, formal and informal learning, the challenges of demographic shifts, etc. He is passionate about organizing environmentally, socially, economically, ecologically, culturally and institutionally sustainable education focused on learning for sustainability and sustainability of learning.



Laura Overton

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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.



Leo Kelly

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Personal Profile

Leo has worked for Portsdown for over 20 years, assisting in the management of the business, and is heading the new University division and leading Group Sales.

Portsdown has grown over the last 10 years expanding its commercial sector sales and breaking into the Education sector. Operating mainly in the Primary, Secondary and HE sectors they have established themselves as one of the market leaders in FF&E consultancy, project management and product supply. In the last 18 months Portsdown has extended their Education sector into Universities, with a number of successful projects and recently won the SUPC contract for supply to Universities in the South and London.

Leo is a committed father to two young teenagers, keen golfer and spends time on the south coast indulging in his new passion for Stand up Paddleboarding.



Mato Njavro

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Personal Profile

Dr. Mato Njavro is an Associate Dean for International Relations and Assistant Professor of Finance at the Zagreb School of Economics and Management. He is also a research associate and visiting lecturer at the University of St. Gallen, in Switzerland. Mato's interests include corporate finance, capital markets and hedge funds. He has extensively travelled to Asia, including China, India, Malaysia, Indonesia, Vietnam and Singapore where he worked on various projects. Prior to obtaining his PhD in economics and finance at the University of St. Gallen in 2012, he worked for Lehman Brothers and Nomura investment banking divisions in London. Mato completed his bachelor's degree in international economics and management at the University Bocconi in Milan, Italy. He received his masters degree in corporate finance the SDA Bocconi. In addition to that, Mato studied at Harvard, London School of Economics and the Wharton Business School. Mato's global experience is accompanied by language proficiency in Croatian, English, German, Italian & French. Mato is also a board member of an investment fund Platinum Invest.



Mirta Michilli

General Director Fondazione Mondo Digitale

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Personal Profile

Co-inventor and General Director of Consorzio Gioventù Digitale, created in 2001 and then become Foundation in 2006, she was appointed by the City of Rome to draft a memorandum of intent with the government for the development of an e-government plan for the City of Rome in 2002. She has since coordinated the technical work committee assigned to the implementation of activity plan guidelines.

She has served as Project Manager for the Global Junior Challenge international competition, and from 1998 to 2000 she was the directress of the Brussels office of the Presidency of the Rome branch of the Telecities Network of European Cities with over 120 members among European Union capitals and other leading cities.

A consultant to the City of Rome for new technologies and innovation since 1995, from 1996 to 1998 she conceived of and then directed Eurolaboratorio, the Information Technology Department's innovative organizational unit assigned to the planning and implementation of technological research & development projects for innovation in public administration.

From 1992 to 1995, she worked for the City of Livorno and the City of Bologna, contributing to the planning and development of the first online communities promoted by local public administrations (including the Iperbole civic network). She is also a consultant and reviewer for the European Commission in various Technological Research & Development projects funded by the DG INFOSOC.



Nikitas Kastis

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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.



Neville Pritchard

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Personal Profile

Neville Pritchard (CFCIPD FLPI FCIB CMICS) is a company Chairman, performance consultant, coach & mentor. Having worked in senior corporate HR roles at Legal & General, Abbey and Barclays he established & leads People in Flow Ltd. People in Flow work with global clients to transform organization culture, positively impact levels of team performance and unlock the full potential of individuals with their 'upstream' interventions. Neville has now established a second company, HR in Flow, through which he specializes in the coaching & mentoring of HR professionals seeking to shift the value of the contribution they make.

Neville is current Chairman of the ATD International Conference & Exposition Program Advisory Committee, a review committee member for the ATD BEST Awards and a London Business School Pre-Approved Executive Coach. He supports the local UK CIPD branch Learning Matters group and is a CIPD mentor. He was previously Chair of the Financial Services Skills Council Major Employer Forum, a member of Reed Learning Advisory Board and a Board member of the Institute of Financial Services Schools faculty.



Nick Sheepy

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Personal Profile

BA(hons) Interior Design

Jan 2013 - Present - Vitra
Regional Sales Manager / Education

June 2011 - Jan 2013 - Humanscale
Regional Sales Manager

Jan 2005 - June 2011 - Harmsen Tilney Shane
Interior Designer and furniture specification / Sales

July 2001 - Jan 2005 - Workspace
Interior Design and furniture specification



Olaf Dierker

Director of Hamburg based TLA TeleLearn-Akademie

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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.



Olivia Simmons

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Personal Profile

Olivia currently leads an ambitious programme of work to further Pearson's global research agenda. Olivia joined Pearson in 2009 and has over 10 years experience in academic publishing and business change in the global education space. Olivia champions diversity and inclusion in education and the workplace, and represents Pearson at a number of forums. Olivia is based in the UK.



Patrik Engström

Education Manager at Halmstad

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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.



Peter R. Hamilton

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Intel World Ahead

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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.



Phil Andrews

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Personal Profile

Phil Andrews is co-founder and Chairman of Getenergy Ltd. Getenergy is an independent, privately held group that brings together providers of education and training (universities, colleges, and private providers) with national and international upstream oil and gas companies, governments, and service providers. The group's key focus is to build resilient, dynamic and successful education systems in oil and gas dependant nations. In 2004, Andrews received the regional Shell Young Entrepreneur of the Year Award and was recently awarded a scholarship in the global energy MBA program at Warwick University. He is an honorary life member of Nottingham University and the co-author of a best-selling book on Energy, education and economy - a concept he developed over a decade running Getenergy as CEO. He can be reached at Phil.andrews@getenergyevent.com.



Rebecca Stromeyer

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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.



Richard David Blount

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Personal Profile

Richard heads up the business development for COEL Office Furniture, a division of the COEL Group who are a commercial interiors specialist, and partner with over 25 leading furniture manufacturers. The Cambridge organisation has been trading for the past 30 years and specialise in areas such as office furniture, office fit-out, space planning & design, move management and storage.

Richard works with leading private and public sector organisations, helping them overcome their challenges in today's workplace - overcoming lack of space, encouraging collaboration and providing ergonomic and acoustic furniture solutions to increase employee wellbeing.

He brings knowledge from a variety of other industries such as academic publishing, education, digital media and technology.



Russell Emmett

Project Director at Hunts Office Furniture & Interiors Ltd

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Personal Profile

20 Years in Office Furniture and Interiors industry, From Fitting to Design and Project Management

Specialties:

Sales, AutoCAD and Interior Design

Educational Furniture Specialist - supply and design for 6th Form and Higher Educational Campuses using Steelcase

Recent Educational Projects include:

Dr Challoners Grammar School - New Milton Centre

John Hampden Grammar School - New 6th Form Building

CATS College Cambridge - New Campus

RGS High Wycombe - New 6th Form Study Area

Hawk Training - New London Academy of Apprenticeships

Personal Hobbies Include

Golf, Keep Fit, Gastronomy, Cricket, Dancing, Gardening



Sally Spinks

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Personal Profile

Sally Spinks, head of Organisational Design for IDEO London, has always been interested in group behaviours and how they change and shift, particularly in an organisational context. She works with clients to gain insights into the unwritten rules of an organisation - how things really work. Then utilising human centred design, will develop a set of propositions to design internal organisational factors that will enable successful implementation of the project. Clients range from IKEA, Sara Lee, a UK High Street bank through to small not-for-profit organisations.

Alongside working at IDEO, Sally is a practising conceptual artist and applies her creative approach to devising programmes for organisations that help them to become more innovative and sustain their approach.

Sally has a background of over 20 years in industrial relations, leadership development and organisational design, working mainly on large change programmes in creative organisations (Nickelodeon, Paramount, Penguin Books and the BBC) as well as in the public sector.

Sally holds a Masters Degree in Management Learning from Lancaster University and a Masters of Fine Art from Goldsmiths College, University of London.



Sandrine Cardinale

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Personal Profile

Sandrine Cardinale is EMEA Business Director for Steelcase Education, a company focused on bringing evidence-based design, technology and innovative solutions to education environments.

Her main role is partnership development with Higher Education institutions and organizations who want to learn more about different pedagogical practices and how the physical learning environment can support that. Sandrine has an MA in Business and an MA in Applied Mathematics and is based in Paris, France.



Sandy Smith

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Personal Profile

Sandy works in the Global Efficacy Team at Pearson, working with senior leaders across the business to make practical the company's commitment to measurably improving learner outcomes. Prior to Pearson, Sandy was a strategy consultant with the Boston Consulting Group and an engineering project manager with Mott MacDonald. He brings a perspective from a variety of industries such as education, financial services, insurance, technology, and retail. He has a Masters in Engineering Science from Oxford University. Sandy is based in the UK.



Simon Birt

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Personal Profile

Although Simon has worked in various technology supported business areas his current competencies include products and solutions for all learning (formal and informal), Integrated Projects and Environments for learning, social business learning (informal and social), 70/20/10 learning solutions and digital training infrastructures for key organizational functions (e.g. sales & marketing, IT, customer relationship management).

He also managed our strategic global relationship with IBM and IBM Business Partners. IBM social business technology (ICS solutions including - Connections, Sametime, Notes & Domino) forms a fundamental infrastructure for our solutions for learning in many areas of today's social organization. This provides environments for 70/20/10 learning, socially enhanced continuous learning and elearning, and employee collaborative learning.



Simon Tindall

Head of Business Development, Open University
Worldwide

Personal Profile

Simon is a creative and assertive Sales Leader, with over 25 years experience, (including 18 years at Sun Microsystems) in a variety of UK and International roles. He has a strong records of solution sales, new business start-ups and growing revenues through direct sales and channel partnering.

Simon is communicative and intuitive, able to build and nurture relationships with customer and business partners alike. He has a strong passion for emerging technologies, backed by a well developed network of customers and suppliers across key European and Middle Eastern markets.

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Susanna Sancassani

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Personal Profile

Susanna Sancassani is the Managing Director of METID, the service devoted to e-learning, e-collaboration and social media for research in Politecnico di Milano, one of the leading technical universities in Italy. She has been teacher of "Multimedia design" at the Industrial Design faculty and of "Laboratory of digital services design" and of "Design and development of e-learning courses" of the Online Degree in Computer Engineering of Politecnico di Milano. In collaboration with other colleagues from Politecnico di Milano she has published "Costruire servizi digitali" (Milano, Apogeo, 2003) "Il bit e la tartaruga" (Milan Apogeo, 2004) and "e-Collaboration: the sense of the Web" (Milan, Apogeo 2011).



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Tomislav Stipancic

Research Assistant, University of Zagreb

Personal Profile

Tomislav Stipancic is a postdoctoral researcher and senior teaching assistant in Robotics and Artificial Intelligence at the Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb.

His research is chiefly focused on the areas of cognitive systems, probabilistic robotics, artificial intelligence, context-based reasoning and awareness, ubiquitous computing, human-agent (robot) interaction, semantics and machine vision. He also has a strong interest in philosophy (philosophy of the mind).

During his work he participated in several scientific and technological projects. He was a visiting researcher at Royal Institute of Technology (KTH) in Stockholm and URJC in Madrid. In May 2013 he defend his doctoral thesis, A cognitive model for the control of a group of industrial robots.

Along to this, he is working part-time at CARNet (Croatian Academic and Research Network) for more then ten years as an ICT specialist and an e-mentor expert (e-mentor, e-course designer and ICT teacher).

He is "passionate" about (semantic) web technology and (web) design.

He is married and has one child.



Valerio Torda

Partner, Lattanzio Group

Personal Profile

Valerio Torda has extensive experience in project management, audit and business management, his work focuses on new business development and Merger & Acquisition external relations. In recent years he has contributed to defining the LATTANZIO Group's corporate strategies and supported HR management.

An expert in Institutional Communication and Territorial and Tourism Marketing. He was in charge of the Institutional Communication and Internationalization Area for Public Administrations.

A LATTANZIO Group Partner since 2014 in charge of business management and new business development.

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Wojciech Zielinski

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Personal Profile

Mr. Wojciech Zieliński is a graduate of the Electronic Engineering Faculty of the Technical University of Lodz.

From 1985 to 1992 he worked in the Electronic Engineering Faculty of the Technical University of Lodz as an assistant lecturer. Between 1992-1999 he was an executive in Potronics Sp. z o.o. one of the largest integrators of IT systems in the Łódź region. From October 1999 to the end of February 2008 he was, respectively: IT director, deputy chancellor responsible for operations (COO) and deputy chancellor responsible for information systems (CIO) in the Academy of Humanities and Economics in Lodz (AHE). He is a co-founder of the Polish Virtual University, of which he was a director between 2002 and 2005. Since March 2008 he is CEO of MakoLab S.A., digital agency, one of the main global providers for Renault-Nissan group.

After leaving AHE he works as an expert in Technology Enhanced Learning (TEL) for private and public organisations and the European Commission. In 2010-2013 he was a key expert in the project 'The lifelong learning distance implementaion and dissemination system model' run by the National Centre for Supporting Vocational and Continuing Education in Poland.

He is secretary of the Association of Academic E-learning, and a member of the Advisory Committee of the International Conference on Technology Supported Learning and Training Educa in Berlin.



Susanne Funk

Director Business Information, Science, Education,
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Personal Profile

Susanne Funk heads one of the Sales Departments of the Frankfurt Book Fair, the biggest international Book, Media and Content Fair worldwide. In her role she is responsible for Business Information, Science, Education, Technology, as well as the English-Language World.

During her twenty-year career within the book industry Susanne has been developing extensive knowledge of and well-established networks within the communities of STM (Science, Technology & Medicine) and Digitisation.



Martina Wolff de Carrasco

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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.



Jana Wolf

ELIG, Project Management

Personal Profile

Jana Wolf is the new member of the ELIG Team since 2014. She organises and coordinates the ELIG Annual Conference 2014 in London. At the Frankfurt Book Fair 2013, she already worked closely together with the We.learn.it-team on learning innovations and organised the project "Classroom of the Future - 3D Cyber Class Room".

She has 8 years of experience as freelance journalist and worked for German public TV channels such as 3sat and Bayerischer Rundfunk as well as several newspapers and magazines such as Die Zeit, NEON and MUH magazine. Thanks to her experiences as assistant lecturer at the University of Bamberg and programme manager at the language institute Treffpunkt in Bamberg, she gained profound knowledge of the German educational system. She brings along experience both in academic and private school teaching.

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Imprint

**Editorial
Design**

ELIG: Sabine Windgasse, Jana Wolf, Claudia Didjurgeit
Astrid Groborsch, www.neodc.de

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