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## PROFESSIONAL EXPERIENCE

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### Director of Digital Learning

INSEEC U

Higher & executive education (<https://www.inseec-u.com>)

09/2019 - present

#### Achievements

- Increased elearning course production by 166% in 2020 for the Executive and Higher Education programmes
- Managed the digital learning department’s annual budget of 4.2€M (CAPEX & OPEX)
- Member of winning the RFP team for a 3M€ blended learning project in 5 countries
- Improved visibility of student engagement by introducing Educational Data Mining and KPI dashboards
- Liaised with 16 deans to implement the group’s digital learning and pedagogical transformation strategy
- Ensured the successful transition of teachers from classroom-based teaching to videoconferencing with teacher training programmes during the 2020 Covid-19 lockdown in France and the UK
- Increased elearning enhancements and learner engagement by implementing User Experience Research
- Audited and benchmarked existing VLEs and identified cost reduction of 272% as well as improvements in student and teacher engagement
- Maintained (99% uptime), deployed, and implemented development on 18 VLEs (Moodle, Blackboard & bespoke) for 28,000+ students and 3000+ teachers
- Introduced student-centred remote proctoring with a GDPR-compliant Open Source solution
- Played key role in obtaining QUALIOPi certification through the creation of digital tools for satisfaction surveys and learner follow-up

### Co-Founder - Head of Blended Learning

YES N YOU

Executive education and language training ([www.yesnyou.com/en](http://www.yesnyou.com/en))

09/2007 - 07/2019

#### Achievements

- Increased learner engagement by leading the design and deployment of an automated personalised learning platform by leveraging machine learning APIs, Natural Language Processing and applying innovative learning methods
- Established collaborations with major universities by co-authoring several EU research and innovation actions to raise funds for public-private partnerships
- Successfully decreased project time from 10 to 3 months by developing a custom Python script to transform 1,000,000+ XML files to JSON for a digital learning product
- Ensured the successful implementation and migration of several Learning Management Systems
- Helped clients reach 60-93% learning success rates by designing and deploying digital learning solutions for digital transformation, talent management, workplace training, and skills assessment
- Secured 46% increased revenue by spearheading the quality assurance process for international certification and state recognition
- Expanded the product portfolio by 20% through business development and partnerships
- Created 460 hour blended learning programme for 10,000 adults learning English, German, French & Spanish as a Foreign Language generating several million euros per year
- Established and developed a teaching team of 60+ teachers worldwide teaching 60, 000 hours per year
- Increased operational efficiency and team performance with the implementation of methodologies such as Agile, Scrum, OKR, Design Sprints for product innovation and improvement

### Classroom teacher, K-6

Schools in France, Taiwan, Australia, Ireland and the UK

1997-2007

- Inspired a love of learning to classrooms of incredible children full of potential

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## ADDITIONAL EXPERIENCE

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- **Guest Lecturer (2020):** Digital assessment and Inter-Rater reliability, Queen's University Belfast, UK
  - Technical expert, TeSLA project (2017 – 2018): Assessed the quality of assessment procedures and policies at several European universities as an expert on Regular Panels as part of the TeSLA project, an adaptive trust e-assessment system for providing e-assessment processes in online environments (Agència per a la Qualitat del Sistema Universitari de Catalunya, UK & Spain)
  - **Associate member, CTEL: (2015-present):** Participation in interdisciplinary research initiatives as part of the Centre for Technology Enhanced Learning, Lancaster University, UK
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## EDUCATION

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### PhD Technology-Enhanced Learning

Lancaster University

2012-2015

#### Thesis

- I investigated data production practices at international and national assessment bodies (OECD, local adult skills testing agencies) and analysed how assessment and testing are used to measure adult skills
- I developed a quali-quantitative methodology to describe and measure how adult skill development is quantified and reported on in international policy and domestic practices.

### Masters of Teaching

University of Sydney

1995-1997

#### Major & Thesis

- **Major:** Primary education Minor: Teaching English as a Foreign Language
- Awarded a scholarship to study at the National Taichung University of Education (NTCU)
- Wrote a thesis on foreign language teaching techniques in Taiwanese primary schools

### Bachelor of Arts

University of Sydney

1991-1994

#### Thesis

- **Major:** Philosophy **Minors:** History, Political Science, Biology
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## PROFESSIONAL DEVELOPMENT

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Certified Scrum Professional, [scrum.org](https://www.scrum.org)

Data analysis and visualisation with Microsoft Power BI :  
formation développeur : Experteam

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## LANGUAGES

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English - native

French - C2 (Advanced)

Mandarin: HSK1 (Elementary)

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## TECHNOLOGIES & SOFTWARE

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**Data & development:** R, Python, JavaScript, HTML/CSS, SQL, SPSS, Microsoft Visual Studio, NLTK, SpaCy, PowerBI

**LMS & Learning design:** Moodle, Canvas, Open edX, Blackboard, Docebo, Totoro, Crossknowledge, 360Learning, Adapt Learning Framework, Lectora, Captivate

**UI/UX:** Sketch, Adobe XD, Illustrator, Figma, Balsamiq

**Project management & general:** PowerPoint, Word, Excel, Keynote, Suite, Wrike, Jira

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## PROJECTS

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- **Disruptive Learning Pathways:** Moderator and member of the organising committee for an international symposium on the challenges and opportunities of presented by AI, Sustainable development, Hyflex teaching and change management in Higher Education
- **Task Based Needs Analysis (2016-2018):** Piloted an in-depth study with the researchers from Barcelona University and Utrecht University investigating the application of needs analysis to inform curriculum and syllabus development
- **Peer Reviewer (2013-present):** Review articles prior to publication for scientific journals such as the *British journal of educational technology*, *New media and society*, and *E-learning and digital media*

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## CONFERENCES & TALKS

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- **Machine learning, adaptive learning and workplace training (2019):** Invited talk at the Salon eLearning Expo, Porte de Versailles, Paris, France
- **Education and skills online: the OECD's digital skills assessment tool (2016):** Paper presented at the 8th Triennial Conference for the European Society for Research on the Education of Adults, Maynooth University, Ireland

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## RECENT PUBLICATIONS

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- **International educational reports (2020).** In: Tatnall A.(ed) *Encyclopaedia of Education and Information Technologies*. Dordrecht, Netherlands: Springer
- **Measuring the adult mind: Digital methods for digital tests (2020).** In: Grummel, B., and Finnegan, F., *Doing Creative and Critical Research in Adult Education*, Sense Publishers.
- Full list of publications and citations available at Google Scholar: <http://bit.ly/okeeffe-research>

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## REFERENCES

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Below, I have listed several referees who can attest to different aspects of my professional experience or skills. Please let me know if you would like to contact them and I would be happy to provide you with their contact details or other references should you require

**Prof. Sylive Fauchoux, INSEEC U** - leadership, elearning, innovation, research  
Marianne Garcia, TUV Rheinland France - certification and training course creation  
**Christian Martin, Eumathos** - elearning, project management, learning and development  
**Patricia Glasel, Transperfect** - elearning, innovation  
**Prof. Don Passey, Lancaster University** - International partnerships, research, elearning, curriculum  
**Dr Bryan Maddox, University of East Anglia** - innovation, public speaking, research  
**Mathew Linaker, Totara** - learning design, management, mentorship  
**Michel Ferry, Payfit** - product development, UXR, management, innovation, elearning  
**Raphael Pinto, Datadog** - UX/UI, management, innovation, elearning  
**Prof. Roger Gilabert Guerrero, University of Barcelona** - research, language learning  
**Romain Granger** - IA, data analysis, management, elearning

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## INTERESTS

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Photography

Rock climbing

Cooking

Cycling