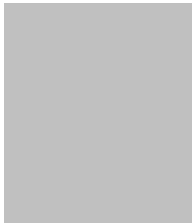


## PERSONAL INFORMATION

## Jane Massy



 Balrath Lodge, Balrath, Rathconrath, Co Westmeath, Ireland

 +353449355870/00353874563025/00447788752895

 [jane@abdi.eu.com](mailto:jane@abdi.eu.com)

 [www.abdi.eu.com](http://www.abdi.eu.com)

Sex F | Date of birth 20/08/1953 | Nationality Ireland

## POSITION

## CEO, abdi Ltd

## WORK EXPERIENCE

June 2006 to date

## Founder and CEO abdi ltd.

Jane led the development of the UK's first formally recognised suite of professional qualifications (QCF 5/6/7) in monitoring and evaluating performance and impact outcomes and ROI and teaches these professional programmes around the world. Over 3000 individuals have participated from education, healthcare, cultural organisations, diplomatic agencies, the private sector (finance, transport, pharmaceuticals, retail, broadcasting, motor manufacturing and distribution, business services and others), and national and local government including defense, social services, fire and policing services and others), charities and social enterprises, government agencies. She has been a professional evaluator of human capital projects for over 20 years and has evaluated projects with a total value of several hundreds of Euro millions.

The curricula for these programmes include Theory of Change, Results Based Management, Outcomes Mapping, Logframes, logic modelling, quantitative and qualitative data collection and analysis, contribution analysis and a variety of data analysis tools and techniques. All programmes are practice based and include assessment of evidence of application on workplace projects. Participants learn about impact, process, participative and a variety of evaluation and research methods.

She has led evaluation projects in the UK and Ireland as well as South and East Asia, Sub Saharan Africa, Latin America, the Middle East and North Africa and over 15 countries across Europe. These projects have covered the domains of international relations and cultural diplomacy, education (from early years to higher education and in vocation education from apprenticeships to work-based learning and development), technology adoption, arts and cultural exchange and development, social enterprise and civil society development, innovative practices, business process and performance improvement, leadership and many other applications.

She has a particular interest and expertise in the evaluation of arts and cultural programmes and projects. She has also led consultancy services on the strategic development and evaluation of marketing investments including the use of social media. For all evaluations, she leads the evaluation planning, either directly undertakes or supervises analysis, is the author and/or final editor of all reports and advises on and/or prepares presentations including infographics for senior managers, boards, policy makers and funders. Recently, she has led the piloting of digital technologies for data collection – using tablets provided to participants, stakeholders and client staff. She has good experience in the use of a variety of software applications for data collection, analysis, reporting/visualisation. Jane has experience in quantitative and qualitative data collection and analysis including realtime participant data, phone and face to face stakeholder, participant, partner, policy maker, sponsor and artist/performer interview data, statistical data from questionnaires used for relationship analysis (using social network analysis models and software).

Jane has also worked every year as a reviewer for the European Commission of research and development programmes since 1994. She works as a team reviewer principally for European Framework RTD projects in the domains of innovation and technology adoption in education and the workplace.

Jane has acted an occasional performance coach to senior managers in the following sectors that have moved from specialist roles into senior leadership and management positions: Telecoms, Business Consulting, Software Development, Higher Education.

**Board memberships**

Jane has served as a board director for a number of organisations over the past 20 years including professional bodies, arts associations and educational providers. Recently she acquired Chartered status with the (UK) Institute of Directors.

**Business or sector** Culture, Evaluation, Education, Technology, Training, Performance Improvement & Capacity Building Consultancy

**EDUCATION AND TRAINING**

- 1983: BA (Hons)/Trinity College Dublin, Ireland  
*Skills acquired: Research, social and economic history, analytical skills, report writing*
- 1984: Certificate in International Marketing, Anco/IMI, Ireland  
*Skills acquired: Market analysis including macroeconomics, pricing, labour market and supply side analysis and market demand research, promotional techniques, legal requirements (broad/basic)*
- 1989: Three modules of Open University (UK) MBA: Finance, IT and Strategy  
*Skills acquired: Strategic thinking, business modelling, accounting and financial reporting, IT planning and support.*
- 2004: ROI Institute certificate/ROI institute, USA  
*Skills acquired: Outcomes planning, quantitative and qualitative research methodologies, logic modelling, cost benefit and ROI calculation*
- 2010: Diploma in Company Direction, Institute of Directors, UK  
*Skills acquired: Finance for non-financial directors, Strategy, Company Law (UK), Marketing, HR, Board roles, standards and practices.*
- 2017: (Examination results pending), Certificate in Company Secretarial Law & Practice, Law Society of Ireland.  
*Skills acquired: Knowledge and practice of company law; Companies Act 2014.*

**PERSONAL SKILLS**

**Mother tongue(s)** English

**Other language(s)**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
French	B1/2	B1/2	B1/2	B1/2	B1/2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
Common European Framework of Reference for Languages

**Communication skills**

Excellent communication skills:  
Written: Author reports for clients very frequently, author of text book, author of academic papers  
Graphics/visual: Regular development and publication of visual reports: charts, graphs, infographics  
Spoken: Presenter of keynote conference papers, regular presenter of seminars, trainer and workshop leader, coach, regular meeting chair and rapporteur.

**Organisational / managerial skills**

- Experience of setting up a business, market analysis and product development, business and financial modelling, recruitment, development and managing a team. Regularly working as part of a collaborative development and review team including international teams. Experienced board member including working as committee member.

**Job-related skills**

- Regular auditor/reviewer of project, programme commissioning: research reviewer with experience of methodological and implementation analysis; deep experience in theory of change, quantitative and qualitative evaluation, project evaluation, data analytics.

- Computer skills** Tools used include:
- Word processing
  - Excel and number of other analytical tools
  - PowerPoint and Prezi
  - MS Publisher
  - Webex and range of other web based conferencing tools
  - Online learning environments such as moodle
  - Survey tools
  - Graphics tools such as Piktochart
- Generally manage all own/abdi's IT/telecoms requirements
- Other skills**
- Wide knowledge of history and current affairs through working across large number of countries.
  - Strong interest in and regular attendance at events/activities relating to visual art, music and theatre
- Driving licence**
- Full driving licence

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**ADDITIONAL INFORMATION**

- Publications** Massy, J. Return on investment in elearning. Rushby, Nick and Surry, Dan Eds, Wiley Handbook of Learning Technology, 2016  
'Human Capital Projects: Improve, prove, predict', Co-author with Jeremy Harrison. 2014, Routledge  
The integration of learning technologies into Europe's Education and Training Systems'. In Handbook of Blended Learning Environments, Ed. C Bonk. Pfeiffer, 2006. awards, memberships, references.
- Memberships** Chartered Director of the Institute of Directors (UK), Member of the ICSA The Governance Institute,