

Jane Massy

Curriculum Vitae

International consultant working from Cambridge as a researcher, evaluator and industry analyst in the field of workplace learning, development and performance.

Founder and CEO of abdi ltd., which represents the ROI Institute™ in the UK.

Special expertise in evaluation of workplace learning and in use of technologies in learning and development.

Current professional activity

CEO, abdi ltd., the ROI Institute™ partner in the UK.

Since July 2004, I have been working in collaboration with Jack J Phillips, to deliver his evaluation/ROI model to organisations and public sector initiatives in the UK, through abdi ltd. We are working with large private companies as well as many public sector bodies – clients include BBC, BT, BUPA, Defra, E-skills, Financial Services Skills Council, HSBC, LloydsTSB, London Borough of Camden, Nokia, Meridian Hotels, Reuters, Vosper Thorneycroft.

Other current contracts:

External Evaluator (2005-2007) ACE2 (EQUAL UK DP).

External Evaluator (2005-2007) elearn2work (EQUAL UK DP).

External evaluator for the Leonardo da Vinci funded European (Ireland, UK, Austria, Norway) project 'Transnational Model for Flexible Industrial Vocational Training' MOFIT 2 (November 2004 – October 2006)

Evaluator of EU R&D projects under the Telematics (4th framework), IST (5th Framework) and 6th Framework programmes.

Currently, evaluator of six FP6 projects for DG Infso.

Contracts recently completed

Research contract for private software company working in field of workplace learning and performance: industry analysis to provide intelligence on market and give direction for building growth in the future (business aims to expand significantly and hopes to go for public offering in near future).

Evaluator of two training programmes at VT Shipbuilding, includes building capacity internally in ROI Institute methodology and disseminating transferable lessons across Marine Engineering Sector UK and in the South East Region. (2005-2006)

External Evaluator BBC Leadership Development programme (2005)

Consultant researcher to City and Guilds on Treasury/DFES funded project to identify best practice in overcoming the barriers to integration of technology in training and workplace learning. (2003-2005)

Evaluator for City and Guilds on a feasibility project in the domain of English Language learning (January – May 2005)

Consultant to DfES on 'Linking Skills to the Bottom Line' (2005)

Evaluator of training related R&D projects (TSER and IST programmes) for DG Research (European Commission)

External evaluator for the Leonardo da Vinci funded European (Ireland, UK, Austria, Norway) project 'Transnational Model for Flexible Industrial Vocational Training' MOFIT 1(Completed January 2004)

Partner – research contract for DG Education European Commission – TheeLearning Industry and market in Europe.

Research and authoring of guide to IPR in the context of dissemination and exploitation of project results in UK EQUAL programme.

Board Memberships

American Society of Training and Development (2001-2004)

Board members serve a three-year term and include senior executives in large global companies, senior academics working in executive development and HR and domain specific experts (eLearning, executive coaching etc). I served as a member of the HR Committee of the Board. I was also a member of the Board sub group responsible for the recruitment of a new CEO, appointed March 2004.

ASTD Certification Institute. (2003-2006)

In January 2003, I joined the Board of Directors (as the ASTD Main Board nominee) of the ASTD Certification Institute, a not for profit organisation that evaluates and provides quality recommendations for the training and development profession.

Icus Pte (2001-2004)

I was a member from 2001 until December 2004 of the Academic Council (now disbanded) of Icus Pte. an eLearning firm headquartered in Singapore, providing customised eLearning resources to large public and private organisations.

Relations with Higher Education Institutes

From 2001- 2005, I acted as European Course Director for the European residency programme of George Mason University 'Masters in Technology Management'. The specific objectives of this course were to help the student:

- experience a variety of business norms and compare them to norms in the US.
- understand the forces of global competition, as manifested in the threats and
- new business opportunities that they create, with which managers have to cope.
- experience the variability in assimilation of technology by different economies, analyze the reasons for this variation, and understand the relationship between technology assimilation and economic growth.

Since 1998, I have also presented papers and participated in debates on European policy on the Information Society and technology in education and training, in Cambridge with groups of visiting US MBA students from Lake Forest and Rutgers Universities.

Publications

1. 'The integration of learning technologies into Europe's Education and Training Systems'. In Handbook of Blended Learning Environments, Ed. C Bonk. Pfeiffer, 2006.
2. Evaluating workplace learning in Europe. Co-author, Jack J Phillips. Butterworth-Heinemann. Forthcoming 2007.
3. 'Study of the e-learning suppliers' "market" in Europe.' Final report. Coauthors: Hildung-Hamman, Knud-Erik (Danish Technological Institute), Massy, Jane. Study conducted by above plus Harrison, Tim (Alphametrics Ltd) and Martin, Graeme (Heriot-Watt University). European Commission. 2005.
http://europa.eu.int/comm/education/programmes/elearning/doc/studies/mark_et_study_en.pdf
4. Co-author 'When Absorptive Capacity meets Institutions and (e)Learners: Adopting, Diffusing and Exploiting eLearning in Organizations, Graeme Martin, Jane Massy and Thomas Clarke. International Journal of Training and Development. Vol 7, No 4, December 2003. Blackwell Publishing.
5. 'eLearning 2003, Lesson from the Marketplace.' April Briefing Report. Published by EPS, April 2003. <http://www.epsltd.com/index.htm>
6. 'European eLearning Market Report 2002.' Published by Bizmedia www.elearningage.co.uk
7. 'Quality and eLearning. 2002.' Published by Bizmedia www.elearningage.co.uk
8. 'eLearning in Europe 2001 Market Report' published by Cedefop (European Commission Training Agency) www.trainingvillage.gr
9. 'eLearning and Adult Basic Skills', 'eLearning and Accessibility', 'Teacher and Trainer skills and eLearning.' All published 2001 by Cedefop (European Commission Training Agency) www.trainingvillage.gr
10. 'Teacher and Trainer Skills and eLearning 2000'. Published 2000 by Cedefop (European Commission Training Agency) www.trainingvillage.gr
11. Monthly column in e.Learning Age since first publication (2001) www.elearningage.co.uk

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