

# Dr Cormac O'Keeffe

[okeeffe.cormac@gmail.com](mailto:okeeffe.cormac@gmail.com)

+33 659 40 10 99

Paris, France

[www.cormacokeeffe.com](http://www.cormacokeeffe.com)

Expert in digital learning, skills assessment, needs analysis, data analysis, & learning analytics, product design and innovation

## EDUCATION

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**PhD Technology-Enhanced Learning**                      **Lancaster University**                      **2012-2015**

- Investigated data production practices at international and national assessment bodies (OECD, local adult skills testing agencies)
- Developed a quali-quantitative methodology to describe and measure claims about adult skill development

**Masters of Teaching**                      **University of Sydney**                      **1995-1997**

- **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 (Hons)**                      **University of Sydney**                      **1991-1996**

- **Major:** History **Minor:** Philosophy

## EXPERIENCE

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**Head of Learning and Innovation**                      **YESNYOU**                      **2008-present**

**Digital workplace training and language training ([www.yesnyou.com/en](http://www.yesnyou.com/en))**

- Increased learner engagement by leading the design and deployment of an automated personalized 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 (Horizon 2020) to raise funds for public-private partnerships to improve learning and assessment technologies
- 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
- 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
- Solved a language skill gap by creating a learning programme for 10,000 adults learning English, German, French & Spanish as a Foreign Language generating several millions euros per year
- Established and developed a teaching team of 60+ teachers teaching 60,000 hours per year

**Classroom teacher**                      **Primary and middle schools**                      **1997-2007**

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

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

## ADDITIONAL EXPERIENCE

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- **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.
- **Associate member, CTCL: (2015-present):** Participate in interdisciplinary research initiatives as part of the Centre for Technology Enhanced Learning, Lancaster University

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## LANGUAGES

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- English: Native
- French: Advanced (C2 on the CEFR)
- Chinese: Elementary (HSK1)

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## TECHNOLOGIES

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- R, Python, JavaScript, HTML/CSS, SQL
- Adapt Learning Framework, RStudio, SPSS, Microsoft Visual Studio, Microsoft Office, Lectora, Captivate, Articulate/Storyline, Gephi, SpaCy, NLTK

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## PROJECTS

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- **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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## INVITED 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
- **Assessment and adult training (2017):** Invited talk at the Digital learning seminar, Féfaur, Paris, France
- **Working with microdata in capacity building workshops (2016):** Invited talk at the ESRC Seminar 5: The Politics of Reception - Media, Policy, Public Knowledge and Opinion, Lancaster University, United Kingdom
- **Data visualization - from theory to techniques (2016):** Centre for Technology Enhanced Learning, Lancaster University, United Kingdom
- **Code, methods and the production of educational data (2016):** School of Education, Holyrood Road, The University of Edinburgh, United Kingdom
- **PIAAC and Coded Agency (2015):** Research Workshop on Computer Based Assessments: Screens, Mice, Algorithmic Interfaces and the New Data Analytics, University of East Anglia, United Kingdom

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## CONFERENCES PRESENTATIONS

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- **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
- **Trace ethnography: working with data from digital assessment (2016):** Paper presented at the 10th International Conference on Networked Learning, Lancaster University, United Kingdom
- **Digital assessment practices. (2015):** Paper presented at the 5th Annual postgraduate STS conference, Lancaster University, United Kingdom
- **Performing blended learning as a product and a service (2014):** Paper presented at the 9th International Conference on Networked Learning, Edinburgh
- **Technology Enhanced Assessment Practices. (2013):** Paper presented at the ALT-C 2013: Building New Cultures of Learning, Nottingham University, United Kingdom
- **Untangling strong and weak ties in blended assessment (2013):** Paper presented at the 6th International Conference ICT for Language Learning, Florence, Italy

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## RECENT PUBLICATIONS

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

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## REFERENCES

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- References available upon request