Dr Cormac O'Keeffe

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An innovative and collaborative professional who provides leadership, management, vision in digital learning, skills assessment, digital learning product development, and learning analytics

EDUCATION

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

- 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**: 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 **Minors**: Philosophy, Political Science, Biology

EXPERIENCE

| **Director of Digital Learning** | **INSEEC U** | **2019-present** |

Digital learning solutions for Higher and Executive education, (https://www.inseec-u.com)
- Increased the production of elearning course production by 166% in 2020
- Provided schools and senior management with student performance indicators by introducing Educational Data Mining and KPI dashboards to INSEEC U
- 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 Research
- Performed LMS benchmarking and identified cost reduction of LMSes by 272% as well as student and teacher engagement improvements
- Maintained, deployed, and implemented development (99% uptime) on 18 LMSes
- Introduced student-centred remote proctoring with a GDPR-compliant Open Source solution

| **Co-Founder and Head of Learning** | **YESNYOU** | **2008-2019** |

Digital workplace training and language training (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 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
- 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 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	**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

- **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):** Participate in interdisciplinary research initiatives as part of the Centre for Technology Enhanced Learning, Lancaster University, UK

INVITED TALKS

- **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

CONFERENCE PRESENTATIONS

- **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

RECENT PUBLCATIONS

- **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**

LANGUAGES

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

TECHNOLOGIES

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

OTHER EDUCATION & TRAINING

- **Certified SCRUM Professional**, Scrum.org
- **Analyser and Visualiser Data avec Microsoft Power BI : formation développeur :** Experteam

PROJECTS

- **Disruptive Learning Pathways**: Member of the organizing 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*

REFERENCES

- References available upon request