The Maghreb Digital Learning and Education Innovation Conference

Speaker Biographies

Rachida Ajhoun

Advisor, Ministry of Higher Education and Executive Training, Morocco

Rachida Ajhoun is Professor of Higher Education at Mohammed V University in Rabat (National School of Computer Science and Systems Analysis), Morocco. She received her PhD in Computer Science and E-learning from the École Mohammadia d'ingénieurs Mohammadia in 2001. She was appointed Director of the E-Learning Center at the l'Université Mohamed-V-Rabat in January 2011. Rachida also leads the research team LeRMA (Learning and Research of Mobile Age) at ENSIAS. Her main area of research is improving the quality of learning through the use of the latest technologies (e-learning, M-learning, etc). She is responsible for several national and international projects in e-Learning.

Rachida Ajhoun is a founding member of e-NGN (Next Generation Network Electronic) Africa and Middle East which was established in 2008 and which she presided as president from 2008 to 2012. She is a founding member of GUIDE (Global Universities in Distance Education), established in 2005, and the representative for the African region. She is a senior member of IEEE, a member of the Advisory Committee for the EDUCON Conference. She has served as chair or co-chair for several international conferences (ITHET '03, NGNS'09, NGNS'10, NGNS'12, IEEE 2012 EDUCON), and has participated in several editorial boards for international specialized conferences in E-Learning, M-Learning and the training of engineers. She is an evaluator for several international journals, and is the author or co-author of more than sixty articles and papers, and author of two book chapters on e-learning.

Since November 2013, Rachida Ajhoun has been Mrs. Councilor Minister Delegate to the Minister Mr Higher Education, Scientific Research and Executive Training.

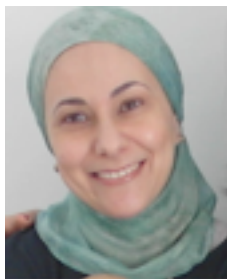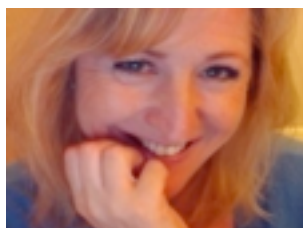|	
	Richard Banks **Senior Content Producer, FutureLearn** Richard Banks has spent the last decade devising and producing innovative web content in the midst of the digital revolution. As Senior Producer at FutureLearn, Richard helps universities to design and deliver online courses to learners based in over 190 countries. Before that, Richard steered Oxfam Great Britain's digital vision and developed ground-breaking online products and services for BBC Radio and Music. FutureLearn is a social learning platform based in the UK, providing free online courses from British and international centres of teaching excellence. At FutureLearn.com, leading universities join cultural organisations such as the British Library, British Museum and British Council to offer quality higher education courses to anyone with an internet connection. FutureLearn is wholly owned by The Open University.
	Selma Benhadjail **Education Program Manager, Tunisia, Microsoft** As Education program manager, Selma Benhadjali works with education institutions and partners in Tunisia to embrace technology to optimize learning environments and student achievement. In this role, Selma runs all activities that are a part of the Partners in Learning program. The aim of the program is to help teachers in schools use technology in a better way. As a program manager of education in Tunisia, Selma has the responsibility for impacting the use of IT in the development of curriculum, teaching and learning resources etc through several programs including Microsoft Innovative Teachers and Innovative Schools programs, and all associated local and national events for teachers and school leaders. Selma joined Microsoft in 1999 leading the marketing communication discipline within Microsoft Tunisia. During her initial years with Microsoft, Selma had the opportunity to drive Microsoft brand image, lead the major prod cuts launches, the implementation of the company cloud vision transformation awareness in Tunisia and align marketing activities to drive share through compelling creative, prominent path to purchase mechanisms, and connected sales and marketing. She holds a Master of Business Administration from university of Tampa Florida and Bachelor of Science in Economics and Management from Faculty of Economic Science of Tunis
	Paul Berry **Commercial Director, Obeikan Education SA** Paul has 25 years' experience in the technology sector, running businesses that have worked in the Government and Corporate markets globally. In the last 8 years this has been within the Education sector with Promethean, a leading producer of interactive

whiteboards and classroom software, where he built the EMEA business before becoming global Chief Marketing Officer based in the US. Currently at Obeikan Education based in Riyadh KSA responsible for the whole spectrum of education from early childhood through schools, colleges and higher education to workplace training across the MENA region.

Chris Cavey

Product Development Consultant, English & Exams, British Council

Chris Cavey has worked in English Language Teaching for over twenty years and taught in a number of countries including Japan, Slovakia, Hong Kong and Italy. He is currently based in Manchester where he develops online learning materials for the British Council. He was lead educator on the Council's recent Exploring English: Language and Culture MOOC.

Nick Cherkas

English Programmes Manager, British Council Morocco

Working with a wide variety of public and private institutions in Morocco, I manage the delivery of online English courses for over 8, 000 university students, improving their English skills and enhancing their employability. I am implementing an English baccalaureate option in public high schools for the Ministry of National Education, a programme which will enable the Moroccan education system to vastly imrpove its offer of English for young people, building the future of the country. I am widely experienced in educational management, project design and delivery and educational marketing, always looking for new opportunities to use my excellent interpersonal skills and dynamic problem solving abilities to help young people achieve their goals.

Asma Errais

Project Manager, UVT

Asma Errais works as a project manager at UVT.
She holds a Master degree in management. Over the last ten years she has been in charge of the international cooperation department at the Virtual University of Tunis.
She managed more than 10 cooperation projects financed by the European Commission.
She coordinates with different European universities to establish cooperation agreements and to organise scientific events. Besides, she participated in the Management of 2 on-line trainings for a joint diploma between UVT and French universities.
She also coordinates projects with British Council related to online learning.

Fiona Harvey

Digital Literacies expert and leader in the Institute of Learning Innovation and Development, University of Southampton

Fiona created the Student Champions Network which provides students to gain valuable experience in developing their own skills and the skills of academics and members of the University in a range of activities, from Innovation and Digital Literacies to Sustainability and Feedback. She is also involved in strategic oversight and management of innovation in the curriculum through the Curriculum Innovation modules and is leading the institutional use of Digital Badges. She is credited with the creation of the hugely successful and now national, iPads and Alternative Devices Coffee Clubs and organises the Universities annual Digital Literacies Conference. Fiona was recently made Vice-Chair of the Association for Learning Technology.
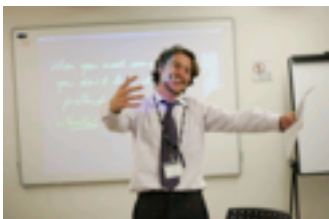

Prof Mohamed Jemni

Professor of Computer Science and Educational Technologies at the University of Tunis, Tunisia, Director of ICT at ALECSO (www.alecso.org).

Prof Jemni has been the General chair of the Computing Center El Khawarizmi from 2008 to 2013. He is a Senior member IEEE and member of the Executive board of IEEE Technical Committee on Learning Technology (www.ieeetclt.org), New Initiative Chair.

His Research Projects Involvements during the last 24 years are tools and environments of e-learning, High Performance and Grid computing and Accessibility of Information and Communication Technologies to People with Disabilities. He published more than 200 papers in international journals and conferences and produced many studies for international organizations such as UNESCO, ITU and ALECSO.

Prof. Jemni and his laboratory have received several awards, including the Silver medal of the International Fair of Inventions in Kuwait 2007, the UNESCO Prize 2008 for the e-learning curriculum they developed for visually impaired, President's Award for the integration of persons with disabilities 2009 and the "World Summit Award (WSA) - Mobile 2010" in the field of social inclusion. In April 2012, his laboratory LaTICE received the Google Student AWARD and he has received the Best Communication Paper of the Web For All 2012. Prof. Jemni received the International Telecommunication Union Award: "ICT Innovation application challenge" during the WSIS Forum in Geneva in May 2013.
His full CV is available at his web page :
www.utic.rnu.tn/english/memb_jemni.htm

	Dr Endrit Kromidha **Lecturer in Entrepreneurship and Innovation, University of London** Dr Endrit Kromidha is a Lecturer in Entrepreneurship and Innovation. His interests are on strategic information systems, public sector innovations for developing countries, e-learning and entrepreneurship. Endrit is a certified Project Management Professional (PMP) and has worked on various projects in the public, private and non-profit sectors. He is a member of the British Academy of Management, an associate member of the British Academy of Higher Education, and a Fellow of the Centre for Distance Education, University of London International Programmes.
	Riadh Kallala **Director of Career Development, CNFCPP, National Centre for Continuing Education and Professional Development, Tunisia**
	Kiros Langston **English Programmes Manager, British Council Tunisia** Kiros Langston has worked for the British Council as a teacher, Academic Manager and Senior Trainer in the UK, Turkey, Egypt and Mexico. In his seven years in the Maghreb, he has worked in Algeria, Morocco and Libya, while based in Tunisia. He is now English Programmes Manager at the British Council Tunisia, coordinating a wide range of projects from trainer training to online learning and certification for learners and teachers and with a wide range of partner institutions.
	Chris Locke **Global Director of People Development at Pearson International** Chris's background is in media, education and corporate training, where we has worked in variety of business and content development roles. Prior to joining TQ, Chris worked for The Times, Sunday Times and AQA before joining Pearson. Here he lead on major educational reform projects in the Middle East, the development of a professional learning framework for the Shipping industry in Singapore and the creation of apprenticeships and work based programmes for clients such as Compass Group, BT, Accenture and Lloyds of London. Latterly within Pearson, Chris researched and developed a strategy to transform the way we develop our leaders and managers. He did this by combining the expertise and content of Pearson with the latest in learning technologies to create programmes that are experiential in design, work based in approach and personalised in delivery. Now as part of the TQ Leadership and Development team, Chris is

implementing this strategy to deliver Gen Y development solutions that make appropriate use of current technologies and appeal to today's learners and successful global organisations.

Asma Mansour

Co-founder of the Center for Tunisian Social Entrepreneurship

Asma is passionate about grassroots innovation, economic progress, and youth participation.Asma studied accounting in the Institut Superieur de Comptabilite, but she soon realized her passion for social change. During her time at university, she was involved in the Junior Chamber International (JCI) and AISEC, and also ran university-level campaigns to support her peers. Her time with JCI exposed her to wider social issues and helped her develop her own leadership skills and capacities to create positive change.

In addition to Asma's desire to promote the development of entrepreneurship, she is also passionate about human rights and civic engagement. As a result, she founded the People's Movement for Human Right's Learning (PDHRE Tunisia) in 2010. In 2011, she turned her attention to social entrepreneurship and innovation, after seeing the need for sustainable economic reform. In 2011, the Center for Tunisian Social Entrepreneurship was realized.

Asma aims to lead Tunisia in a more sustainable, citizen-oriented direction to generate

positive social change with young people, putting them at the forefront of decision- making and innovation. She was elected an Ashoka fellow on January 2014 (https://www.ashoka.org/fellow/asma-mansour)

Walid Sultan Midani

CEO, DigitalMania

Walid Sultan Midani is a Tunisian video game developer and CEO and Founder of DigitalMania.

A fan of IT and a bit geeky, he graduated in July 2008 from ESPRIT-Tunisia as an IT Engineer.
Midani is a pioneer in the Tunisian video games industry and has also dedicated his efforts towards NGOs fighting for freedom of speech.

He had landed in the video game ecosystem as a professional on 2004 by co-funding his first startup Tunisiagames that organized the "Electronic Sports Tunisian Cup" from 2005 to 2009, and later joined he the organization board of the Electronic Sports World Cup - ESWC in Paris 2005 to 2007 and in California on 2008.

He launched DigitalMania in 2012- the first video game studio in

	Tunisia, and now leads a team of more than 20. DigitalMania has released 35 games on Facebook and on mobile stores, with 5 owned by DigitalMania, 30 were created for European and MENA region clients. DigitalMania seeded funds in September 2014 and aims to develop one game per month over the next coming year.
	Dr Djamel Tandjaoui **Deputy Director of CERIST, -The Research Centre for Scientific and Technical Information/Resources** Dr Djamel Tandjaoui has been the deputy director of CERIST since 2012. He received his PhD degree from the university of Science and Technology Houari Boumediène (USTHB) in 2005. He obtained a master's degree and an engineering degree in computer science from the same university. In addition to his position, Dr Djamel Tandjaoui is also a researcher and the Head of a Cyber Physical Systems Research Team. He has published many papers in journals and presented at several conferences. His research interests include mobile networks, mesh networks, Internet of things, QoS and security.
Faten Belguith, Program Manager Montacer Dhifallah -Moderator Lamia Jouni Mabrouk - TAT Grand Tunis Rached Mansar - TAT Monastir Mariam Baghdadi - TAT Nabeul Marwa Tounsi - TAT Sfax Latifa Sboui - TAT Gafsa Hamdi Nsir - TAT Nabeul Faten Ben Jebara - TAT Ariana	**Teachers in Tech panel** Tech Age Teachers is a partnership between the Dream Blue Foundation (DBF) and IREX which is training school teachers to incorporate technology in education through TAT-Tunisia. Through Tech Age Teachers Tunisia, educators can put their new skills to immediate use, from improving classroom instruction to streamlining administration. They will learn to create classroom presentations and lesson plans that engage their students as well as track attendance, calculate grades, and develop assignments and tests. In addition, participating teachers will be able to use the Internet and social media to increase their subject knowledge and connect with other educators, allowing them to share ideas, techniques, and resources as they create a sense of community across different schools in Tunisia. Tech Age Teachers builds on IREX's other program activities with Tunisia, including the Thomas Jefferson Scholarship Program's Tunisia Undergraduate Scholarship Program (Tunisia UGRAD) and the Tunisia Community College Scholarship Program (TCCSP) as well as Community Solutions.

Daniel Thomas

Editor, EducationInvestor

Daniel Thomas edits EducationInvestor, a trade publication aimed at businesses operating in education around the world. Its readers range from publishers to technologists, investors to policy makers, and providers of education in both the public and private sectors.
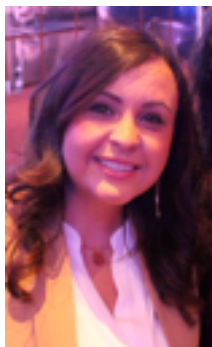
Daniel previously wrote about international education and business. He has also worked for British pathway provider INTO University Partnerships. In his free time he enjoys reading, keeping up with politics and watching comedy.

Berit Virtanen-Thewlis

VP, Marketing & Sales, TribaLearning

Berit has 20 years of experience in both corporate communications and international media. Previously, she co-founded and worked as CEO at Brand United, Finland, specializing in strategic communication. Virtanen-Thewlis has also worked at MacGregor Group (Cargotec) as Vice President of Communications, and at London-based design and brand company Identica as its international PR Manager. Presently she is the Vice President of Marketing & Sales in TribaLearning, an educatiopn technology company specialising in learning analytics.

Shireen Yacoub

edX Online Course Manager, Edraak

Shireen Yacoub is part of the founding team at Edraak, the first not-for-profit Arab platform for Massive Open Online Courses (MOOCs) launched by the Queen Rania Foundation for Education and Development (QRF). She leads on Edraak's strategic partnership with edx, the MOOC platform co-founded by Harvard and MIT. She has multifaceted experience in economic development and youth empowerment projects. She also specializes in designing and implementing programs that contribute to bridging the education to employment gap.

Shireen is passionate about education reform and women empowerment. She received her B.A degree from Manhattanville College -New York in International and Human Resources Management, with minors in Communications and French.

(Twitter: @ShireenYacoub)

Conference Team

Nigel Bellingham

Conference Chair, Country Director, British Council Tunisia

Nigel is based in Tunis where he is Country Director for the British Council in Tunisia, with wider responsibility for all of the British Council's work across the Maghreb. British Council Tunisia work with UK, North African and international partners to provide programmes in English, Education & Society, and Arts. They connect people with learning opportunities, helping to build greater trust and understanding between people from North African and the UK.

His background is as an English teacher and teacher trainer, having taught in schools and universities in the UK, Nigeria and Egypt. Nigel joined the British Council as an English teacher in Egypt in 1991. Since then he has managed British Council programmes in a number of countries, mainly in central Europe and the MENA region.

Stephen Haggard

Conference Consultant and Programme Director

Stephen Haggard is an independent online learning consultant with extensive experience in the vocational, community, adult and professional education sectors gained through delivering online projects for partners including FE colleges, Ufi, Continuing Education colleges and in cross-cutting themes such as ESOL, CPD and basic skills.

Stephen's online education projects in emerging economies span from China to Senegal and from Zambia to Eastern Europe. He has documented best practice case studies in rural education technology throughout Sub-Saharan Africa for UNESCO. For a month each year he is based in a West African farming village, where his children attend the local school, and he deals with the realities of education and technology in developing world classrooms.

Stephen led the BBC-Open University partnership from 2001-2006 and saw it out of overnight VHS courses and into a marketing-led strategy using mobile, the web, and short online courses. Since then has worked as a consultant on the online learning strategies and products of institutions from Oxford University to Open University, and on e-learning projects for both private/commercial players such as educational platforms Ufi, Cambridge University Press, ITN Source, Desire2Learn; and for public sector institutions such as London University, HEFCE, Cabinet Office, Education Scotland.

Chris Neil

Maghreb Digital Learning and Education Innovation Project Director, British Council Tunisia

Chris joined the British Council in 2013 on the graduate scheme, and worked on higher education projects in Libya for just under a year before moving to Tunis. He studied Arabic and German at university in the UK and has spent time in various countries across the Middle East.

Jihen Ben Amor

English Projects Officer, British Council Tunisia

Jihen joined the British Council on February 2012 as a marketing and communications officer for a period of 6 months and since January 2014, has joined the English programmes team as English Projects Officer.