

Speaker Profiles

Robert Burns, Institute of Chartered Accountants Scotland (ICAS), eAA Board Member



Working with the Institute of Chartered Accountants of Scotland, Robbie is responsible for the design, development and delivery of a full range of both formative and summative assessments across a wide range of examinations and platforms.

With experience working across the UK, Europe and Asia, Robbie has been involved with e assessment for almost 10 years and is passionate about combining the integrity of exam delivery with a student experience which is “World Class”. A dual role as Disability Officer has also allowed him to engage in the development of e-assessment from the perspective of students with additional support needs.

Over the last five years, Robbie and his team have led a major transformation from traditional pen and paper exams towards e-assessment, a journey that has helped to evidence that on-line examinations can successfully be applied to high stakes, professional exams.

Robbie is also heavily involved with integrating the Apprenticeship offering into a professional qualification.

Matt Wingfield, Chair, e-Assessment Association (Speaker and Chair Day One PM)



With over twenty-nine years’ experience within the education market as a teacher and working in a variety of roles for technology providers, Matt has built up a significant understanding of the issues relating to the use of e-assessment within education. In 2010 Matt joined the board of the e-Assessment Association as the association’s Membership Secretary, and then in 2012 he was elected as Chairman, with a focus on supporting the association’s remit to support and inform policy-makers, providers and educators in the use of e-assessment as part of learning delivery. Until recently Matt was Chief Business Development Officer for leading evidence-based assessment technology provider Digital Assess, a role that has seen him work closely with a number of leading assessment providers and awarding organisations. He now works as an independent consultant within the educational technology sector, supporting technology providers with market strategy development, and both awarding bodies and educators in maximising the positive impact of technology on assessment delivery.

Helen Chapman, Editor, World Exam Tech.



Helen Chapman is the editor of the publication World Exam Tech (‘The WET’). It is the only industry newsletter that provides updates on technologies being used across formative, diagnostic and summative assessment. The WET covers vendors, awarding organisations, regulators, leading practitioners and international news that enables business leaders to make informed decisions. Its global profile has resulted in a rapidly growing subscriber base from over 20 countries. Helen is based in the UK and has a career working across higher education, further education, and facilities management.

Together with her husband Geoff Chapman, Helen is co-director of Snowbelle, a business which offers publishing, event management, and assessment consultancy.

Julie Gleason, Director Product Management, Pearson Vue



Julie leads a team of product management professionals who develop, deliver and manage a portfolio of products and services that enables sponsors to successfully deliver and grow their testing programs. Julie’s skills in agile product management, change management and organizational culture make her well-suited to guide her team in coordinating cross-organizational conceptualizing, planning and development to deliver solutions for Pearson VUE’s clients.

Julie previously worked as a practicing attorney before transitioning into product development where she managed the strategy, inception and development of analytics tools and technology platforms used by the legal profession and those seeking legal advice.

Julie holds a Bachelor's degree in International Business from Augsburg College in Minneapolis and a Juris Doctorate from Hamline University of Law in St. Paul, Minnesota.

Priya Senthilkumar, Vice President, Product Engineering, Pearson Vue



As a technology leader with over twenty years of experience in various domains, Priya has spent the last eleven years at Pearson VUE leading innovative solutions for the testing industry. Priya leads a group of talented technologists who work in a fast paced, changing environment to deliver client solutions and strategic road map initiatives. She spent the last few years on a journey towards agility and automation in her organization with an eye towards organizational efficiency. She has a Bachelors degree in Computer Engineering and an MBA with focus in Management.

Gavin Busuttil-Reynaud, Director, AlphaPlus



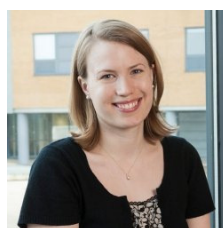
Gavin is a professional engineer with a successful track record with both start-up and blue chip companies in the UK and the USA. Gavin joined the board of AlphaPlus in 2006. He brings to the team strong project management skills developed on contracts for both public and private sector customers, and experience gained as a process manager in extracting business value from major IT investments through process redesign, system integration, innovation and training. Gavin has worked on a wide range of e-assessment projects for both UK and overseas clients. He is currently leading the provision of the technical solution for the Welsh National Reading and Numeracy Tests taken by all school learners in Wales in Years 2 to 9.

Louella Morton, Executive Director, TestReach



Louella Morton is co-founder and Executive Director with TestReach, a global provider of an online assessment solution that covers the full exam management process. She has over 20 years' experience in all aspects of creating and growing enterprise software businesses, with specific focus on educational technologies, and is very experienced in the commercialisation of cutting-edge technologies and solutions.

Dr Naomi Winstone Department of Higher Education, University of Surrey



Naomi is a cognitive psychologist specialising in learning behaviour and engagement with education. Naomi's research focuses on effective assessment design, marking processes, and the processing and implementation of feedback. Naomi has extensive experience of academic leadership, having held the positions of Director of Undergraduate Studies and Director of Learning and Teaching in the School of Psychology at the University of Surrey, and Associate Dean (Learning and Teaching) in the Faculty of Health and Medical Sciences at the University of Surrey. She also runs CPD events and workshops at Universities, Schools and Colleges across Europe, to support educators and students to enhance the impact of assessment and feedback on learning and development. Naomi is a Senior Fellow of the Higher Education Academy, and a National Teaching Fellow.

Roberto Hortal, Head of Innovation, RM Results



Roberto has over 20 years' Digital and Innovation experience at senior level across a range of sectors including Energy, Retail, Travel, Insurance and Telecommunications. Throughout his career, Roberto has been Digital Director and Innovation Director at several global B2C and B2B organisations. Roberto joined RM Results as Head of Innovation in 2019, and is passionate about transforming organisations, adopting the tools and practices of the Internet era to respond to the evolving needs of customers and colleagues.

Graham Hudson, Director, GA Partnership and eAA Board Member (Chair Day Two AM)



Graham Hudson is a long-standing member of the educational assessment community, having worked in the sector for 35 years. He has been involved in many of the significant developments in general qualifications, including the introduction of GCSEs, Curriculum 2000 and National Curriculum at Key Stage 4. Whilst at QCA he was responsible for the marking and collecting data for the Key Stage tests and after a move to DRS Data Services Limited was part of the team responsible for the first implementation for the live marking of UK examinations using scanned scripts. His interest in e-assessment started whilst at QCA where he led a development change

programme involving all the regulatory bodies in the UK looking at the uses of new technologies in assessment, having won several £m of funding from the Treasury. He now runs his own consultancy businesses supporting organisations in the assessment sector in the UK and internationally. His great passion is to harness technology of all kinds to improve the examination experience that candidates face, the reliability of the assessments and marking accuracy.

Denis Saunders, CEO and Founder, Calibrand the currency for talent®



Denis is developing Calibrand the currency for talent® into a leading e-Assessment solutions organisation operating in the UK and internationally. Providing Calibrand Test, Marker and e-Portfolio systems as well as apps for android and apple the full solution is an online assessment centre. Embracing the 'anytime, anywhere and from any device' ethos of e-Assessment has made Calibrand successful in diverse global markets such as financial services regulation, government compliance, medical competence, awarding bodies, corporate talent management and international

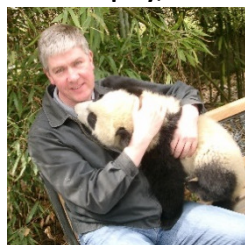
certification.

John Black, Director JFB Consulting, Independent Consultant



A senior consultant with forty years extensive global experience in law enforcement and the education sector. With particular expertise/specialisms, in compliance, investigations, governance, risk management and regulation. A proven successful, track record, within the private and public sectors. John held various roles within Edexcel/Pearson, including Head of Compliance at Edexcel, for 19 years. A 'lead' trainer for the Federation of Awarding Bodies, delivering training in the following areas: Investigations of Malpractice and Maladministration; an Introduction to Awarding Organisations and the Regulator(s); and Complaints, Malpractice and Appeals. During this time, he has maintained his knowledge and understanding of the General Conditions of Recognition for Awarding Organisations.

Martin Ripley, Director, World Class Arena Limited



Martin is a Director of World Class Arena Limited (WCAL). He brings international expertise in the design of assessment systems, blended learning resources, curriculum design, examinations and technology. He has taught and worked in schools in Chicago, Shanghai and Leeds. He worked at Barking & Dagenham Local Authority and at SEAC, SCAA and QCA (for those with a memory of acronyms in England's education landscape). He set up World Class Arena in 2007 and is chair of Governors at Lilian Baylis Technology School in London. He has been a trustee of Basildon Education Trust and of Southend Education Trust; he was a director of the 21st Century Learning Alliance and of ACER-UK.

Martin's profile is for innovation and visionary leadership, and he brings a reputation for delivering challenging assessment transformations successfully. He has led and directed national and international assessment programmes, including roles in standing-up England's schools national curriculum assessment and supporting the OECD in the migration of PISA tests from paper to computer. He has over 30 years' experience of assessment development, leading the creation of innovative IT tests for 14 year-olds in England, and directing the national programmes for key stage 1, 2 and 3 assessment in England from 1994 onwards, and directing the implementation of computer-based key and basic skills tests in England. He has designed various innovative

approaches to the assessment of collaboration and online problem solving, including running a strand of the Assessing and Teaching 21st Century Skills (ATC21S) project created by Cisco, Intel and Microsoft. Martin worked for the Royal Welsh College of Music and Drama (RWCMD), developing a business plan for the creation of a new drama award. World Class Arena continues to offer World Class Tests to schools globally, representing an innovative, computer-based approach to assessing mathematics and problem solving. WCAL develops assessment Apps for students and schools. WCAL has supported the migration from paper-based testing to computer-based testing of a number of large-scale global assessment and examination programmes, including ACCA, CFA Institute and the UK's Civil Aviation Authority. WCAL was a member of the consortium that successfully delivered the PISA2015 and TIMSS2015 surveys on behalf of the DfE in England, DENI and the Welsh Government. More globally, WCAL has supported the Examinations Council of Zambia, designed a Science Intervention Programme for secondary schools in Malaysia, worked with Pearson to design assessments of college-readiness, and written assessments of science knowledge and skills for textbooks in California.

Dr. Mary Richardson, Programme Leader MA Educational Assessment, UCL Institute of Education



Mary is an Associate Professor of Education (Assessment) at UCL Institute of Education where she runs a successful MA programme on Educational Assessment and supervises doctoral research in assessment. Currently, she is Principal Investigator for the research strand of the TIMSS2019 project for England. She has led large scale, multi-partner research projects both internationally and within the European Union and her employment outside of academia includes: research in examinations for AQA, the Dept of Education in England and also practitioner support in schools from pre-school through to post 16. Her research interests include assessment, ethics of testing and citizenship; she is currently writing a book about trust in educational assessment. Mary sits on the Councils of the Assessment and Evaluation Association (Europe) and the Philosophy of Education Society of Great Britain.

Dr Anja Sisarica, User Experience Researcher and Product Strategist, Inspira



Inspira Assessment is an established EdTech leader in the field of digital assessment. One of our main focus areas lies in the reliable support of large-scale digital examinations management, such as standardised national testing in K-12 schools, overseen by municipalities. Over the past decade, thanks to our trusted partners in the education industry, we gained valuable expertise in this type of use cases, whilst evolving the robustness, security, and scalability of our product and services. In this talk, we will share some of these experiences in helping institutions transition from pen-and-paper to digital exams at a large scale, and some related questions and objectives for our future work and innovations. What are the main challenges in transitioning to digital examinations at large scale? How do organisations successfully involve and manage key stakeholders in such complex ecosystems? Join us to learn and discuss! Dr Anja Sisarica joined Inspira as User Research and Product Strategy consultant in 2017. Working closely with partner institutions and researching their experience with Inspira Assessment, she has been evangelising empathy for the users, sharing insights both internally and externally. With background in Computer Science, Anja holds a Ph.D. from City, University of London (2015) in Creativity Science and Human-Computer Interaction Design. Her professional interests also include: service design; design thinking; innovation management; game-based learning; requirements engineering; and creativity applications in business. She is currently based in Milan, Italy; whilst Inspira is headquartered in Oslo, Norway.

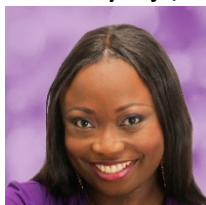
Tim Burnett, Head of Marketing - BTL



Tim is an active member of the assessment community. In addition to managing the marketing of Surpass: The Assessment Platform for BTL, Tim plays a leading role in the e-Assessment Association and is the Vice Chair for the European Association of Test Publishers. Tim studied at Loughborough University, graduating in 2000 with a BSc in Industrial Design and as a qualified teacher for secondary education. Since leaving university, educational technology has remained an important part of his career along with his passion for community and the strengths of an excellent customer journey.

Over the years, Tim has worked on a variety of learning and assessment projects with organisations such as the BBC, Channel 4, EON Productions, National Museum of Science & Industry, City & Guilds, as well as Government Education Agencies and several other educational providers. Throughout this time, best practices in the implementation of educational technology have been a key point of interest and engagement for Tim. During his time with BTL, he has worked closely with some of the largest assessment organisations in project management roles, and his excellent rapport with the Surpass Community has made him an obvious choice for point-of-contact at conferences and as the host of Surpass Live webinars.

Ibidun Layi-Ojo, Team Lead, Test Development Solutions - Prometric



Ibi is an assessment, psychometric and research expert with nearly 10 years of test development experience working with licensure and certification organizations. As Prometric's Test Development Team Lead, Ibi oversees Surpass implementation projects and feature developments while leading a team of test developers to create high-performance content for Prometric client partners. She champions the use of best-practice methodologies in the creation of technology-based assessment tools for reliable,

secure, and legally-defensible exams that properly validate candidate knowledge. Ibi holds a Master's degree in Industrial and Organizational Psychology from the University of Baltimore.

Nitin Chawla, Vice President of Government and Academic Business, Wheelbox



Nitin Chawla is Vice President of Government and Academic Business at Wheelbox. Nitin is a technology specialist in Remote Proctoring Assessment hosting solutions for Federal and State Governments and Educational Institutions. His role involves technology consulting, project management, and strategic partnerships. Nitin's analytical skills, organizational abilities and creativity in tackling problems makes him a positive contributor to the growth of Wheelbox. Nitin was instrumental in establishing Wheelbox credibility by supervising 30k plus online remote proctored tests in a day on Wheelbox platform for one of the largest Government of India projects.

Nitin has over 10 years of experience with Education and Business Processes working with NIIT Limited and EXL Services.

Rohit Agarwal, Associate Vice President - Enterprise Business, Wheelbox



Rohit Agarwal brings over 14 years of rich technology consulting experience in the Enterprise Sales (SaaS), Rohit is an Associate Vice President - Enterprise Business for Wheelbox focusing mainly on large accounts. His role involves consulting and Customer acquisition to large enterprises to manage their talent management needs.

Rohit has strong business acumen coupled with technology consulting. As a leader, he is not only responsible for coaching and mentoring the team and ensuring achievement of their personal and business goals but also ensuring profitability and sustainable growth for the organization. Rohit has worked for some most reputed names in the industry namely Naukri.com, Shiksha.com and Mettl.

Martha Gibson, Edinburgh Business School and eAA Board Member (Chair Day Two PM)



Martha has been the e-assessment manager at Edinburgh Business School at Heriot-Watt University for 2 and half years. In that time, Martha has transitioned their traditional pen and paper exams for the distance global MBA programme to e-assessment. Before this, Martha worked for the British Council for 20 years in different locations in English and Exams, most recently as Client Relations Manager for UK Awarding Bodies and Universities, advising them on transitioning to e-assessment, whether it be 100% switch-over or gradual transition. Currently studying for an MSc in Digital Education with specialism in e-assessment to support her work with Edinburgh Business School. In 2017, in the first year of the E-Assessment Association Awards, Martha won in the Export category for Edinburgh Business School and was Highly Commended in the Best Institution Category.

Gareth Hegarty, Senior Manager, eAssessment Transition, Int. Baccalaureate Organization (UK)



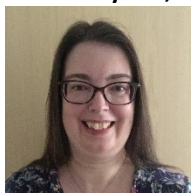
Gareth is passionate about developing and delivering fair and high-quality assessment that is relevant in the digital age. Following the successful implementation of a fully digital, media-rich assessment for the IB's Middle Years Programme (MYP), Gareth is currently focused on introducing on-screen examinations to the IB's Diploma and Career Related Programmes. Gareth joined the IB after 10 years as a science teacher and in management at schools in the UK, Russia and the Netherlands.

Vegard Sivertsen, CEO, Cirrus Assessment plus University Co-Speaker



Vegard is Cirrus Assessment's CEO and has over 15 years' experience in educational technology. In 1999 he was one of the co-founders of a successful global VLE and in 2011 he expanded his work into the e-Assessment market. He is passionate about his work and is dedicated to accelerating the pace of innovation in the industry, which he believes is lagging behind others. To call Vegard a perfectionist is an understatement and he channels this into making products that customers love. In his free time, Vegard enjoys spending time with his two children and wife. If time allows, you might even see him pass by on inline skates or 18 metres below the waves in a diving suit.

Helen Claydon, Senior Research Fellow, ACER UK



Helen is an experienced assessment content developer, having worked in assessment for more than 20 years. During this time she has worked for various UK-based assessment organisations, including the Standards and Testing Agency, Pearson and NFER. She has developed summative and formative assessments for ages from 4 years-old to adult. Her experience covers all aspects of the assessment development process, including assessment design, item writing and review, trialling, test construction and standard setting. She has also participated in the procurement and implementation of e-assessment solutions. As part of her current work at ACER, she leads on content development for the Scottish National Standardised Assessments. Diagnostic National Assessments in Scotland: Scottish National Standardised Assessments. At the start of the 2017/18 academic year, Scottish Government launched the Scottish National Standardised Assessments (SNSA), which assess the literacy and numeracy elements of the Curriculum for Excellence. ACER UK holds the contract for developing and delivering these assessments. These assessments are completed by children and young people in P1, P4, P7 and S3 (5, 8, 11 and 14 year-olds). The assessments are online and adaptive and are designed to provide diagnostic information to inform future learning and teaching. There are separate assessments for numeracy, reading and writing. The assessments are standardised, and reports enable tracking of children's progress on a single long scale, developed by ACER, for each subject as they progress through each year of the assessments. This session will provide an introduction to the assessments and reports.



Sue Bridgeman, Business Manager, EDEXams Sue Bridgeman is Business manager for EDEXams LTD. She has worked with EDEXams for over a year and been involved with several large research tasks and implementations of the platform for clients. EDEXams was originally developed in August 2015 after one of the UK's top educational awarding organisations expressed a need for an online locked down examination platform. In designing the platform there was one key element of thinking that drove the project "There cannot be an advantage or disadvantage from taking an assessment online or on paper." In developing the platform, EDEXams spoke to all age groups and learners from different economic backgrounds to ensure the platform was accessible to all as they consider that the learner is at the heart of everything they do.

John Winkley, Commercial Director, Alphaplus Consultancy



John Winkley MEng BSc FCIEA is Commercial Director of AlphaPlus (www.alphaplus.co.uk). AlphaPlus is an education business that specialises in the design, development and deployment of qualifications and their underpinning assessments, and in the evaluation of their performance and impact. AlphaPlus works across primary and secondary schools, vocational and workplace education, and professional education. Around half of AlphaPlus' work is delivered outside the UK. In his work at AlphaPlus, John is responsible for the sales, business development, business strategy and marketing functions. His work includes developing project concepts with clients and responding to

public procurements, as well as working with the other board members to lead the development of AlphaPlus. John is an experienced leader of projects in education and assessment as well as an accomplished commercial leader with a track record of business growth in UK education and technology businesses. He has specialised in developing services for standards, qualifications and assessment agencies in the UK and overseas, through the three companies he has helped to found and build over the last 20 years: BTL Group Ltd (www.btl.com), The Virtual College plc (www.virtual-college.co.uk) and AlphaPlus (www.alphaplus.co.uk). John was a founding director of the eAssessment Association (www.e-assessment.com) and has spoken at numerous conferences internationally on the use of technology in assessment. John is also Chairman of The Beckfoot Trust (www.beckfoottrust.org), a Multi-Academy Trust comprising 10 schools in West Yorkshire.

Patrick Craven, Director of Assessment Policy, Research and Compliance, City and Guilds



Patrick has over 25 years experience in the field of accreditation, assessment design and educational technology. From the design of educational resources with MESU/NCET and BECTa to running of post-sales technology support departments with Apple Computer, his career has always addressed the fusion of education, skills development and assessment technologies. For the last 15 years this work has focussed on the specific field of learning and assessment research and development linked to Government Policy and national accreditation programmes. This spanned

work with the RSA Examinations Board, OCR Examinations, Cambridge Assessment Group and now he leads on Policy, Quality Assurance, Research/Design and Stakeholder Engagement for City & Guilds. This role considers the growing impact of Policy and new technologies on the learning and assessment industry. It also identifies initiatives to enable City & Guilds to develop and extend the range and quality of learning and assessment products and services they offer. Throughout this period he has remained committed to the notion of 'fit for purpose' assessment based on evidence-based research. Patrick currently sits on the Board of the e-Assessment Association, UK eAssessment Advisory Group, Joint Council for Qualifications and is an advisory member of the Federation of Awarding Bodies Board. He sits on the planning committee for the European Association of Test Publishers Conference and is a member of the Society of Leadership Fellows.