



> Personal information

Name: Marcel de Leeuwe
Address: Geenberg 21
5243 SM Rosmalen
The Netherlands
Date of birth: 25-07-1969
E-mail: marcel@leerbeleving.nl
Phone: +31 6 398 389 89
Weblog: www.leerbeleving.nl



> Formal education

2014 **Zilverline** - Certified Scrum Master

2013 **Open Studio Amsterdam** – Camera Journalist

1992 – 1996 **Catholic University Nijmegen**
(Katholieke Universiteit Nijmegen)
Study: Educational Science. Thesis is finished within the Open University (Netherlands). The research subject was about the educational value of animations within e-Learning.

1988 – 1992 **Pedagogical School**
(Pedagogisch Hogeschool Hemelrijken) in Eindhoven.

> Working experience

2009 – now	Leerbeleving	> e-Learning trainer/consultant
2009 – 2012	Stoas Learning B.V.	> e-Learning specialist
2008 – 2009	Noordhoff Publishers	> publisher multimedia
2003 – 2008	Stoas Learning B.V.	> e-Learning specialist
2002 – 2003	Fontys Interactive	> e-Learning /trainer consultant
2001 – 2002	Professional Training (Madrid)	> manager e-Learning department
1996 – 2001	SPC Training (now: Ontuitive)	> e-Learning consultant, trainer, EU project manager, content developer, manager

> Personal profile

My clients and other professionals in the field call me an engaged professional with a clear focus on designing powerful and effective solutions. Creativity and innovation are used to implement learning interventions that improve the business and help professionals to improve their performance. They also tell me that they appreciate my independent approach and honest feedback. My background and experience give me a solid understanding of the business. I love to share my knowledge by working together, doing presentations, organizing training and workshops, writing articles, blogs and books.





> Relevant projects and activities

- 2009 – now Video productions (script, filming, editing, publishing) for customers within e-Learning domain. Mini documentaries, interviews, impressions conferences, client stories, etc.
- 2002 – now As the lead designer and lead trainer I'm responsible for several yearly executed curricula for e-Learning professionals: Fontys e-Learning (Fontys professional education). Fontys is a 30.000 students university. SBO e-Learning program called Educational e-Learning Designer and internal innovation course for Rabobank.
- 2008 – now Member of design team for the yearly Dutch e-Learning Event. Responsible for design decisions and choice of key-note speakers.
- 2002 – now Designing and executing training, courses and master classes in the field of e-Learning (storytelling, mobile learning, agile development, etc.). For organisations like The Dutch Tax Administration, Council of Europe, Kentalis, Wegener, Océ, Ricoh, Shell, Trimbos Institute, Publishers and schools.
- 2007 - now Designing innovative learning landscapes for organisations like KLM, PLUS, Intergamma, Wegener, SNS Reaal and Ministry of Justice.
- 1998 – now Doing key-note presentations and workshops at Dutch and international e-Learning conferences (Dutch e-Learning Event, Elliott Masie's Learning, Schoolnet, etc.).
- 2009 – now Coaching organisations through a selection and tender processes (LMS, authoring environment, content provider, planning tool). For organisations like Wegener, PLUS, Tax Administration and KLM.
- 2008 – 2009 Concept design and managing e-Learning development for all the offerings for primary education within Noordhoff Publishers.
- 2004 – 2006 Design and implementation of e-Learning vision, content and commitment for the Dutch Tax Administration.
- 2005 - 2007 Lead designer of a two year international R&D project from the European Commission. We did research on designing e-Learning experiences for multicultural learners.
- 2001 – 2002 Setting up Open Learning Centres for biggest IT Training Institute in Spain. Within this role responsible for defining e-Learning vision, selection LMS and content partners, creating physical locations and designing curriculum.
- 1999 – 2001 Project management of an international R&D project from the European Commission about multilingual e-Learning EPSS content.
- 1996 – 1998 Offering classroom and e-Learning training for big IT implementations like document management systems.



> Relevant experience and activities

- 2013 - now **Chairman Ned-Moove** Ned-Moove is the non-profit association for Dutch-speaking Moodle users. I'm working as chairman.
www.ned-moove.nl
- 2007 - now **Editor for Dutch e-Learning portal e-learning.nl**
Editor of the board of the Dutch e-Learning portal
www.e-learning.nl.
- 2006 - now **Weblogs**
www.leerbeleving.nl is my Dutch blog. In 2001 I started an e-Learning site, in 2006 I started with an English blog (www.powerlearning.blogspot.nl) and a year later I started my Dutch blog.
- 1999 – 2012 **SeniorWeb**
For this non-profit Dutch organisation; offering over 55,000 courses on IT to senior citizens, I designed didactical training. Also as a volunteer myself. We started with classroom based and in 2009 we started with an online training for trainers.

> Publications (most can be downloaded at <http://www.leerbeleving.nl/>)

- De Leeuwe, M. & Rubens, W. (2015). Social learning en leren met sociale media. Houten: Noordhoff Uitgevers.
- De Leeuwe, M. (2010). *Hoe smaakt Moodle?* Opleiding en Ontwikkeling 6, 23 – 27.
- Van den Meiracker, J. (2010). Article with a portrait about me in Vives. May 2010, number 105.
- De Leeuwe, M. (2008). *De invloed van technologie in het juiste perspectief*. DEVELOP 4, 58 – 67.
- Article with interview "De opkomst van e-learning" in HCC! Magazine. September 2008.
- De Leeuwe, M. & Robben, J. (2006). *Spelenderwijs vaardigheden verwerven*. IK Magazine 2(5), 26-30.
- De Leeuwe, M. (2006). *Book review: "Everything Bad Is Good For You"* of Steven Johnson. Published on www.e-learning.surf.nl, 02-07-2006.
- De Leeuwe, M. (2005). *High-score of game-over? (column about edugames)*. IK Magazine 4 (5/6), 29.
- Diepenbroek, J, & De Leeuwe, M. (2004). *Didactiek voor computercursussen aan senioren; Een praktische gids voor docenten*. Uithoorn: Visual Steps.



Sprangers, C. (2000). *Nadruk bij e-leren ligt teveel op techniek. Kwaliteit moet niet in de 'e' maar in 'learning' zitten*. Interview in Computable of 28-04-2000.

De Leeuwe, M.F.J., Portier, S.J. & Martens, R.L. (1999). *Using animations in an interactive learning environment: Does it help?* Cognitive ergonomics, clinical assessment and computer-assisted learning. 247 - 258. Lisse: Swets & Zeitlinger.

> Other resources

Blog, Leerbeleving	http://www.leerbeleving.nl
Microblog, Twitter	http://twitter.com/marceldeleeuwe
Profile, LinkedIn	http://nl.linkedin.com/in/marceldeleeuwe
Presentations, SlideShare	http://www.slideshare.net/marceldeleeuwe
Video's, Vimeo	http://www.vimeo.com/marceldeleeuwe/
Photo's, Flickr	http://www.flickr.com/photos/marceldeleeuwe/sets/

> Membership organizations

- SAGANET (Simulation And Gaming Association - The Netherlands)
- Canon Professional Network (for photo- and video professionals)
- Creative Commons
- Ned-Moove (Dutch Moodle Association)
- Apple (Apple Distinguished Educator, Apple Education Mentor, Apple Professional Development Consultant)
- The eLearning Guild (Community for eLearning Professionals)

