

# Professional CV

## Jacqueline Allyson Dempster

**BSc.Hons** (*Aston*), **PhD** (*York*), **PGCE** (*Warwick*)

FIOEE, MABM, FHEA, CMALT, ICBB



### Personal information

- Name:** Dr Jacqueline Allyson Dempster  
(*known as Jay*)
- Address:** Belanda House  
3 Fosseway Gardens  
Claybrooke Magna  
LUTTERWORTH  
Leicestershire  
LE17 5DT  
U.K.
- Contact details:** Telephone:  
0845 860 0065 (*answer service*)  
07979 695691 (*mobile*)  
  
Email: [jay@belanda-consulting.co.uk](mailto:jay@belanda-consulting.co.uk)
- LinkedIn profile:** <http://uk.linkedin.com/in/aboutjay/>

## Career summary

Jay has over 20 years experience working across professional, educational and business sectors from strategic review to the management of change and impact assessment. She is a recognised expert in evaluation, educational innovation, e-learning and online marketing, acting as external consultant for the UK's Jisc on national development programmes such as digital literacies and business engagement. She is also an active member of several professional business associations.

As well as her teaching and learning expertise, Jay has 10 years' experience running service and retail based businesses and providing training, coaching and mentoring in business start-ups, productivity and growth. She is a published author and speaker on digital technology, entrepreneurship, business strategy, marketing and communications.

Jay assists SMEs and service providers through her various consulting and educational programmes. Her unique blend of insights ensures business strategies, process planning, project management, marketing & communication systems and evaluation of ROI align with the client's or organisation's business vision & objectives, working flexibly and collaboratively with key groups and teams to support them in developing their own leadership and enterprise capabilities.

---

## Qualifications & training

BSc. Honours in Applied and Human Biology	Aston University	July 1986
Doctorate (DPhil) in Biomedical Sciences	University of York	May 1990
Post Graduate Certificate in Education (Post Compulsory)	University of Warwick	Feb 1998
Finance for Non-Financial Managers	APMG-International	Nov 2016
Lean Six Sigma Black Belt	International Association for Six Sigma Certification (IASSC)	Feb 2017

## Professional memberships

- Fellow of the *Institute of Enterprise & Entrepreneurs (IOEE)*
- Fellow of the *Higher Education Academy*
- Accredited Adviser with *ibd Business Advice Group Ltd*
- *ibd* Training Manager and Tutor for *IOEE Academy accredited business courses*
- Certified member of the *Association for Learning Technology*
- Former member of the *Association of Business Mentors*
- Course Tutor QCF Level 5 Certificate in Professional Enterprise & Business Support Services

## Languages

ENGLISH (mother tongue)

DUTCH (fluent)

FRENCH (intermediate)

## Consulting experience

CEO/Managing Director, Belanda Consulting - [belanda-consulting.co.uk](http://belanda-consulting.co.uk)

*Founded in 2007, Belanda Consulting offers consultancy, professional development and evaluation services to support organisational and business innovation, education and growth.*

**Working with direct clients and stakeholder beneficiaries, Jay and associates assist in:**

- Developing & communicating clear, distinctive strategy & vision
- Improving operational processes, project management and productivity tactics
- Business performance review, mentoring and coaching
- Organisational/team training needs analysis and recruitment & selection
- Digital transformation, branding and marketing.

**Jay's recent work includes:**

- ✓ start up support for regional business growth programmes
- ✓ digital transition and change strategies
- ✓ 'value for money' reviews
- ✓ operational 'lean' reviews for process improvement
- ✓ designing an effective performance evaluation system
- ✓ evaluating ROI from online marketing and PR
- ✓ developing staff skills in customer engagement and relationship management
- ✓ teaching / mentoring in entrepreneurship and media communications.

**Experience, knowledge and qualities applied to client work:**

*Strategy & evaluation*

- strategic review in relation to sustainable staff and organisational development
- evaluation of outcomes: benefits realisation; external consultation and impact assessment
- research and evaluation in the use of digital technologies for learning, partnership engagement, collaboration and information/relationship management
- value for money review and recommendations for continuous improvement.

*Business & marketing*

- Six Sigma lean management and process improvement
- business visioning, stakeholder engagement and customer analytics
- digital marketing/sales strategy
- business-university interactions and business-community engagement
- programme and project management.

*Training & mentoring*

- ibd business training, course design
- e-learning and digital literacies
- train the trainer, team building
- developing professional recognition/ accreditation frameworks
- science communication and dissemination of good practice.

# Employment & consultancy

Aug 2007 – Feb 2016  
Mar 2017 – present

**Owner/ Managing Director, Belanda Consulting – as above**

Mar 2016 – Feb 2017

**Associate Director, RSM UK Consulting LLP**

- *Building strategy and production for the Operations group primarily through targets in education and other not-for-profit sectors, but pursuing other initiatives such as HR support to SMEs.*
- *Playing a support role in the development of consulting methodologies and market propositions, liaising with key stakeholders internally and externally to develop client opportunities.*
- *Supporting internal and external marketing of Consulting and developing new products and services for the Operations group to take to market.*
- *Taking on lead consultant activities within a project team, developing the relationship with the key client contacts and pursuing opportunities for follow on work.*
- *Effectively manage team resources at engagement level to ensure high quality, timely delivery.*

2004 – Jul 2007

**Deputy Director, Academic and Professional Development, Human Resources, University of Warwick**

- *Providing strategic, intellectual and practical leadership of the University's educational development provision, including day-to-day team management, budget and staff recruitment.*
- *Managing the planned and systematic delivery of aspects of the University's academic and professional development provision.*
- *Developing internal and externally funded innovation and excellence initiatives and consultancy.*

1998 - 2004

**Head of Educational Technology, Centre for Academic Practice, University of Warwick**

- *Developing, managing provision and supporting staff in the development in technology enhanced practice.*
- *Leading on research & development working in conjunction with academic departments & support services to innovate curriculum approaches.*
- *Leading and managing a portfolio of national HE/FE sector projects.*

1994 - 1998

**Consultant, IT Services University of Warwick**

- *Development & delivery of faculty based teaching, research & admin support in ICT*
- *Established Warwick's first Educational Technology Service, User Group and web-based journal to support technology enhanced learning and develop a focus for scholarship & publishing in this area*
- *Teaching on the Warwick PG Cert programme for new lecturers & PGCE IT course in the Institute of Education*
- *Supervision of Masters & Doctoral students in Computer Science & Education.*

1993 - 1994

**Manager, CTI Centre for Biology, Computers in Teaching Initiative based at the University of Liverpool**

- *Managing one of 24 national academic centres providing subject-specific advice, information and support to institutions across UK HE.*

1990 - 1993

**Academic Fellow, Medical Faculty, University of Nijmegen, The Netherlands**

- *Acquired own funding from two research bodies (Wellcome Trust and Royal Society) to undertake research projects in renal transport physiology and molecular biology; Contributed to Faculty study programmes.*

## Recent consultancy work

<i><b>Focus</b></i>	<i><b>Client</b></i>	<i><b>Scope</b></i>	<i><b>Sector</b></i>
<b>BUSINESS SUPPORT &amp; DIGITAL</b>	Marketing Birmingham	<i>SME marketing, productivity and business growth</i>	SME
	Action for Employment (A4E)	<i>Local enterprise and entrepreneurship</i>	LOCAL GOVERNMENT
	GamCare	<i>Performance management</i>	CHARITIES
	Jisc: Business and Community Engagement (BCE) programme	<i>External evaluation</i>	EDUCATION (HE/FE)
	University of Greenwich	<i>Student experience survey analysis and staff development</i>	EDUCATION (HE)
	Torus (Golden Gates Housing Trust and Helena Partnerships)	<i>Digital strategy development</i>	SOCIAL HOUSING
	Charities seminar series	<i>What, Why, How to Digitally Transform your Charity</i>	CHARITIES
	Jisc: Developing Digital Literacies programme	<i>Programme team consultant and evaluation support to 12 institutional projects</i>	EDUCATION (HE/FE)
<b>PROCESS IMPROVEMENT &amp; CHANGE</b>	University of Northampton Waterside relocation	<i>Programme/project management</i>	EDUCATION (HE)
	Jisc /Newcastle University	<i>External evaluator for 'Supporting Staff Skills in Business and Community Engagement' project</i>	EDUCATION (HE/FE)
	Prestons' College	<i>Merger due diligence</i>	EDUCATION (FE)
	New College Telford	<i>Merger due diligence</i>	EDUCATION (FE)
	The Ridings' Federation of Academies Trust	<i>Financial recovery and operational restructuring</i>	EDUCATION (Ac)
	Oxford Brookes University	<i>External evaluation Participative Process Reviews work led by OCSLD</i>	EDUCATION (HE)
	Institute of Ismaili Studies	<i>Organisation -wide performance and outcomes evaluation system</i>	EDUCATION (HE)
<b>VALUE FOR MONEY &amp; SOCIAL IMPACT</b>	Liverpool School of Tropical Medicine	<i>VfM strategy</i>	EDUCATION (HE)
	University of Chester	<i>Academic recruitment compliance internal audit</i>	EDUCATION (HE)
	South Tyneside College	<i>Strategic marketing VfM review</i>	EDUCATION (FE)
	BSix Brooke House Six Form College (procurement)	<i>Procurement compliance</i>	EDUCATION (FE)
	Torus (Golden Gates Housing Trust and Helena Partnerships)	<i>Fit-for-the-Future programme review</i>	SOCIAL HOUSING
	Shepherds Bush Housing Group (strategy and communications)	<i>VfM self-assessment review</i>	SOCIAL HOUSING

## Selected publications

### *Evaluation reports*

- **Dempster, J.A.** (2015) *Evaluation of Participative Process Reviews research report*. Oxford Centre for Learning and Staff Development, Oxford Brookes University.
- **Dempster, J.A.** (2014) *Student Transitions in Higher Education and the Role of Digital Technologies*. University of Greenwich JISC-funded Developing Digital Literacies project.
- **Dempster, J.** (2013) *Strategic and functional logic models as a basis for the management and evaluation of educational programmes*, for the Institute of Ismaili Studies.
- **Dempster, J., Beckford, D. & Childs, M.** (2013) *Strategic review, consultation and proposals for establishing an organisation-wide evaluation system across curriculum & teaching development programmes*. Interim report for the Institute of Ismaili Studies.
- **Dempster, J.** (2012) *Evaluation of the Benefits & Impact from the JISC Business & Community Engagement project "Supporting Staff Skills in BCE"*.
- **Dempster, J.** (2011) *Evaluation of the Institutional Impact of the JISC Business & Community Engagement programme*.

### *Academic papers*

- Dempster, J.A., Whiting, I., Broughton, S. & Sharpe, R.** (2016) Benefits and impacts of participative process review as a business improvement methodology in higher education organisations.
- Dempster, J.A. & Whittemore, S.** (2014) Reconceptualising third mission practices: enablers for institutional innovation and impact of business and community engagement. *Available online at:* <http://bit.ly/bce-he-management-policy>
- McGill, L., Falconer, I., **Dempster, J.A.**, Littlejohn, A. and Beetham, H. (2013) OER journeys: A cumulative evaluation and synthesis of the entire HEFCE-funded intervention in OER. Jisc briefing report. *Available online at:* <http://bit.ly/hefceoerbrief>
- Dempster, J.A., Benfield, G. & Francis, R.** (2012) An academic development model for fostering innovation and sharing in curriculum design. *Innovation in Education & Teaching International* 49 (2), 135-147. *Available online at:* <http://www.tandfonline.com/doi/abs/10.1080/14703297.2012.677595>
- Dempster, J.A.** (2008) A Research led Approach to Technology Enhanced Learning: Strategies, Programmes, Projects and Pedagogies in UK Higher Education, Chapter 7, pp. 154-167, in *"Technology Enhanced Learning: Best Practices"*, Huang, W. Gasevic, G. & Lytras, M. (Eds.), Idea Group Inc., USA.