

# CURRICULUM VITAE – CATHERINE MACDONALD

## EDUCATIONAL TECHNOLOGY/ BUSINESS MANAGEMENT CONSULTANT



### PROFILE

Catherine (Cathy) MacDonald is an expert educational technology and business management consultant and programme and project manager with over **22 years of experience**. Cathy has substantial experience managing large-scale, multifaceted projects in the development sector with multiple participants and stakeholders across various contexts in South Africa, Africa and internationally. This experience includes **designing online/blended materials, content, course, and skills development** (using OERs), **research, evaluation and usability testing** and **general consulting and strategic support** in the education sector as well as meeting design and reporting requirements of a wide range of intergovernmental organisations, donors/funders.

Cathy seeks to increase participation, achievement, and inclusiveness in **education** using **innovative pedagogical principles**, relevant **instructional design methodologies** and appropriate use of **information technology**. She is enthusiastic about providing practical and affordable approaches to equip clients and their beneficiaries with the knowledge and skills required to implement and scale appropriate **educational solutions** with a view to preparing people for the world of work, promoting agility and adaptability, curiosity, and a love for learning. In this way, she hopes to effect meaningful change and contribute to developing education and alleviating poverty in disadvantaged communities.

### EDUCATION

#### University of Pretoria (South Africa)

2009, Master's Degree in Education (Computer-integrated Education)

#### Durham University (United Kingdom)

2001, Bachelor of Science Degree with Honours (Education and Information and Communications Technology) including Qualified Teacher Status (QTS)

### WORK EXPERIENCE

#### Open Education Consulting [Educational Technology Management Consultant] – November 2021 to date

- Providing business management, programme and project management support to educational businesses, NGOs, NPOs and charitable organisations, empowering their teams to deliver innovative, high-quality work on time and within budget to meet the needs of their funders, clients, and educational constituencies. Visit: [www.openedconsulting.co.za](http://www.openedconsulting.co.za)

#### Neil Butcher and Associates [Owner/Business Manager/Project Manager] – August 2001 to October 2021

- Provided business management and educational technology programme and project management support for over 20 years.
- Helped build the company from the ground up from 2 employees to 10 highly driven and accomplished project and program managers with annual revenue of over R15 million.
- Implemented various projects involving content and course development, research evaluation and usability testing, as well as general consulting and strategic support.

### SKILLS

Adaptable, Leadership, General Management, Project Management, Critical Thinking, Problem Solving, Risk Management, Time Management, Communication, Collaboration, Negotiation, Diligence, Organised, Goal Orientated.

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### HOBBIES

Cooking, Gardening, Reading, Hiking and Camping

### REFERENCES

**David Kramer (Founder/ Director at The Field Lab NPC)**

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**Barbara Dale-Jones Founder/ Director at The Field Lab NPC**

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Telephone: +27 82 902 4488

**Sandy Ueckermann (Managing Director at The Knysna Initiative for Teaching and Learning) NPC**

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Telephone: +27 73 475 4905

**Tanya Yohan (Deputy Director, Planning, Institutional Governance and Management Support - South African Department of Higher Education and Training)**

Email: yohan.t@dhett.gov.za  
Telephone: +27 71 817 1476

### SAMPLE CONTENT DEVELOPED/OERS

**National Certificate (Vocational) OER Digital Textbooks – Mathematics**

Level 2: <http://ncvm2.books.nba.co.za/>  
Level 3: <http://ncvm3.books.nba.co.za/>  
Level 4: <http://ncvm4.books.nba.co.za/>

**National Certificate (Vocational) OER Digital Textbooks – Physical Science**

Level 2: <http://ncvs2.books.nba.co.za/>  
Level 3: <http://ncvs3.books.nba.co.za/>  
Level 4: <http://ncvs4.books.nba.co.za/>

**Occupational Certificate: Electrician Programme (OCEP):**

<http://dhett-tvet-lms.co.za>  
Username: guest  
Password: guest

### CONTACT

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email: [cathymac@openedconsulting.co.za](mailto:cathymac@openedconsulting.co.za)  
website: [www.openedconsulting.co.za](http://www.openedconsulting.co.za)

### CITIZENSHIP

SOUTH AFRICAN (ID NUMBER: 8006120137087)  
BRITISH (N.I. NUMBER: PW946906C)

### PROJECT EXPERIENCE

#### General Project Management and Strategic Support

- Head of Programmes, overseeing and directing the overall operation of the d-lab programme, including building relationships with funders and collaborative partners.  
Visit: [www.d-lab.co.za/](http://www.d-lab.co.za/) Watch: <https://youtu.be/xp9fsy0hqhg> (2023)
- Worked with Youth Dynamix (Ydx) to develop a youth customer value proposition (CVP) on behalf of Standard Bank. The primary aim of the CVP is to upskill young people - helping them to secure job opportunities and develop successful and sustainable career pathways. (2022)

#### Research, Evaluation, and Usability Testing

- Monitoring and Evaluation Manager and Funder Relations for Knysna Initiative Learning and Teaching (KILT). (2024)
- Evaluation of the Knysna Initiative Learning and Teaching (KILT's) Monitoring and Evaluation Process and Associated Systems. (2023)
- Managed the Literature review and compilation of the report on the State of Sub-Sector Quality Assurance Bodies in the Education Training and Development Sector in South Africa on behalf of the Human Research Council (HSRC). (2023)
- Managed the Literature review and compilation of the report on Remote Learning and Education and Training in the Education Training and Development Sector in South Africa on behalf of the Human Research Council (HSRC). (2023)
- Managed the Evaluation of the efficacy of Digital Support Specialists at Seven Telkom Connect Schools in Qebeha, Eastern Cape and Tshwane West, Gauteng, on Behalf of SchoolNet South Africa. (2022)
- Managed the Evaluation of Lego's Play to Learn media and community outreach activities in South Africa in partnership with the Educational Development Center (EDC) and with funding from Sesame Workshop. (2021)

#### Materials, Content and Course Development

- Consulted with Youth Dynamix (Ydx) to develop campaign content for Exclusive Book's "Reading is your superpower" campaign. (2023)
- Consulted with Youth Dynamix (Ydx) to develop an Educational Booklet and Facilitator Guide "# NO TO UNDER 18" for Aware.org (The Association for Alcohol Responsibility and Education – <https://aware.org.za/>), a non-profit harm reduction body that works to push for the responsible consumption and use of alcohol. (2023)
- Managed the adaption of OER to produce open and self-facilitated text-based materials for the National Certificate (Vocational) programmes in Mathematics and Physical Science at Levels 2 – 4) for the South African Department of Higher Education and Training (DHET). (2019/2021)
- Managed the development of curriculum content and open learning materials for the Occupational Certificate: Electrician Programme (OCEP) for the South African Department of Higher Education and Training (DHET). (2017 – 2021)

