

# JONATHAN MENON

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## WORK EXPERIENCE

- January 2005  
- Present      **Independent Consultant and Writer, Canada**  
Undertook consulting contracts and freelance writing assignments for customers in the telecommunications and education industries.
- August 2002  
- Dec. 2004      **Independent Consultant, E-Learning and On-line Business Development, Europe**  
Consulting practice focused on helping customers in the European business, health, and non-profit sectors create, market, evolve, and sustain viable, integrated educational business models. Designed methodologies and operational models to integrate learning into strategies that drive business goals. Created effective, engaging e-learning content formats to support diverse audiences. A representative sample of consulting engagements follows:
- AO Foundation* – Designed an end-to-end e-learning business model and service portfolio for one of the world's largest medical education organizations, serving 350,000 orthopaedic surgeons worldwide. The 600,000 Euro contract included business model and strategy design, custom content development, infrastructure, service delivery, measurement, and knowledge transfer.
- European Foundation for Management Development (EFMD)* – Designed the product concept and take-to-market approach for a new standards-based e-learning quality improvement and certification mechanism promoting increased quality and marketplace transparency for on-line and media-based management programs, for the Brussels-based business school certification authority.
- Practice Innovation* – Worked with contractors to produce the initial educational product for a new, Indiana-based medical consulting company focussed on practice management.
- Education For Peace (EFP-World)* – As Executive Producer, advised an international NGO on the media-based version of their educational reconciliation and reconstruction program in Bosnia and Herzegovina.
- August 2002  
- August 2003      **Director, Information Technology Education Centre, Landegg International University**  
Created a for-profit e-learning and educational consulting line of business within a small private university in Switzerland, consisting of consulting, training, outsourcing, and content development. Designed business concept, consulting model, and product/service portfolio; responsible for the implementation of business and technical infrastructure, customer-facing consulting engagements, marketing communications, management of small staff, and customer service issues. The division was spun off as a private venture, with projected revenues of approximately CHF 2 million (\$2.2 million) in two years.
- In this capacity, served as Program Director for Swiss Virtual Business School, a joint venture among stakeholders at Landegg and the University of St. Gallen, the leading business school in German-speaking Europe. Developed product portfolio, designed on-line tutoring services, and conducted take-to-market activities for positioning within the European executive education market. Customers included Allianz Group, Credit Suisse, Helvetia Patria, and E.ON.

- February 2000 - July 2002 **Director, E-Learning & Development**, Bell Nexxia  
 Led the design, development, implementation, and strategic direction of the learning and development activities of a technology company of 2000 people. Managed a corporate education and training budget of \$2.5 million. Established a new development model for a retail enterprise sales force. Initiated a new e-learning services portfolio within the company's e-business solutions suite. Led media relations activities around e-learning, achieving broad coverage of Bell Nexxia's e-learning leadership in major trade and news publications in North America. Led development of the organization's e-learning platform for internal training and external knowledge dissemination on products and services. Directed partners and vendors to execute the company's strategy. Projects received MediaCorp's Omni Intermedia Award (Bronze) and an International Electronic Multimedia Award (EMMA) in Spring 2002, two of the world's most prestigious convergent media industry honours. Placed on strategic talent list. Member of the President's Club in 2001.
- December 1998 - February 2000 **Consultant, Marketing Communications**, Bell Nexxia  
 Worked in marketing communications for a new national, enterprise network services provider with revenues of \$3 billion. Included company positioning, creation of marketing materials, product marketing campaigns, branding architecture, and sales enablement. Implemented the company's media relations strategy during its first year, including analyst relations.
- March - December 1998 **Customer Solutions Specialist: Distance Learning**  
 Bell Corporate Markets, Advanced Communications Systems  
 Responsibilities included assessment of customer needs, solution positioning, creation and delivery of customer demonstrations, as well as communications with partner organizations in the development of an early e-learning service offering.
- 1996- March 1998 **Content Developer and Writer**, Southey + Associates, Inc., Toronto, Ontario  
 Responsible for client needs assessment, concept definition and content development for a leading Toronto print and multimedia design firm.
- Sept. 1997- June 1998 **Counsellor and Supervisor**, Nancy Campbell Collegiate Institute, Stratford, Ontario  
 Responsible for personal and academic counselling and supervision of residential students at an independent, international high school on a part-time basis.
- 1991-1997 **Wildfire Institute**, Founding Member, Secretary 1992-1997  
 Served as executive secretary of an educational youth organization serving 1200 youth in Ontario. Directed the design, field implementation and evaluation of training programs for youth of ages 7-29 years on a voluntary basis.

## EDUCATION

- 2006-present **University of Waterloo, Waterloo, Ontario.**  
 Joint Honours Political Science and History, Specialization in International Relations and Global Governance (Graduation 2008)
- 1991-94, 1997 **University of Waterloo, Waterloo, Ontario**  
 Studied for ten academic terms: School of Architecture (1991-1993), Independent Studies Program (1993-1994), Non-Degree Studies (1997)
- 1989-90 **McMaster University, Hamilton, Ontario.** Spent one year in Natural Science, Level 1
- 1973-1989 **Hillfield-Strathallan College, Hamilton, Ontario.** Ontario Scholar 1989

**LANGUAGES** English (Mother tongue), German

REFERENCES AVAILABLE ON REQUEST