



Curriculum Vitae

Personal information

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| Surname(s) / First name(s) | O'Neil, Glenn | |
| Address(es) | 2C Chemin du Martinet, 1291, Commugny, Switzerland | |
| Telephone(s) | Home/Office: ++41 22 776 6213 | Mobile: ++41 (0) 76 325 6213 |
| E-mail | glenn.oneil@gmail.com , oneil@owlre.com | |
| Nationality | Australian & Swiss | |
| Date of birth | 08.05.1965 | |
| Gender | Male | |

Work experience

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| Dates | January 2008 to present |
| Occupation or position held | Founder / Evaluation Consultant (self-employed) |

Main activities and responsibilities

Design & management of evaluation projects in communications, development and online services:

- Red Cross Red Crescent Magazine: readership survey in five languages of global communications product.
- UN Office for the Coordination of Humanitarian Affairs: review of the Central Register of Disaster Management Capacities as requested by the UN General Assembly.
- Indigenous Peoples Portal: evaluation of a global portal following first phase of project.
- International Committee of the Red Cross: evaluation of global campaign – "Our world. Your move." 150th anniversary campaign (pre-post evaluation).
- Joint Inspection Unit of the United Nations: conducting two day workshop on how to plan and conduct evaluations.
- Shell Foundation: member of LSE Enterprise team to advise on evaluation methodology and surveys for the Indoor Air Pollution communications campaign in southern India.
- International Committee of the Red Cross: review of communications during the Gaza crisis. Onsite evaluation in Israel/Palestine.
- UN Human Rights: evaluation of global campaign on 50th anniversary of Universal Declaration of HR (post evaluation).
- LIFT 2008/9: design and management of evaluation of international conferences in France, Korea and Geneva.
- iKNOW Politics: management of evaluation of online global network of women in politics, a joint project of NDI, IDEA, UNDP, UNIFEM & IPU.
- BlueOrchard: management of study on online communications & networks.
- International Electrotechnical Commission: study on online communications & networks.
- United Nations Relief and Works Agency: Member of WolfGroup team developing campaign and evaluation strategy for the "UNRWA at 60" initiative.
- Joint Inspection Unit of the United Nations: Conducting one day workshop on creating and designing surveys in the context of audit and evaluation.
- Touring Club Suisse: Evaluation of clients' needs of Field Marketing Unit.
- UN Human Rights: support for the planning and evaluation of public information campaigns.
- Fondation Hironnelle/UN Mission in Congo: Team member for Human Solutions Consulting evaluating the Radio Okapi project, Congo. On site evaluation in Kinshasa, Congo.
- International Committee of the Red Cross: Team member evaluating the preventive programmes (public information, education & communication programmes) of the ICRC in Eastern Europe and Central Asia. On-site evaluation in Armenia, Georgia, Kyrgyzstan and Uzbekistan.
- European Broadcasting Union: evaluation of 2008 and 2009 Eurovision TV summit.
- International Committee of the Red Cross: evaluation of the usage and impact of communication products (manuals, brochures and video).
- World Health Organization: support for developing an evaluation methodology for future evaluation of neglected tropical diseases programmes.

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| Name and address of employer | Owl RE, chemin du Martinet 2C, Commugny, 1291, Switzerland (www.owlre.com) |
| Type of business or sector | Marketing Research |
| Dates | April 2004 to present |
| Occupation or position held | Unit Coordinator and lecturer, Media and Communications, |
| Main activities and responsibilities | Teaching the following courses for undergraduate students (BBA in business and BA in media and communications and international relations): Business writing, communication & image management, communication & presentation techniques, corporate communications, critical thinking, global communications, marketing strategies, media management, media research & analysis, multimedia, research & report writing. Teaching the following courses for graduate students (MBA & MA in media and communications): Communication and media theory, executive communications. Coordinator of courses for media and communications within the university |
| Name and address of employer | International University in Geneva, ICC 20, Rte de Pré-Bois - 1215 Geneva 15, Switzerland (www.iun.ch) |
| Type of business sector | Education |
| Dates | May 2005 to December 2007 |
| Occupation or position held | Evaluation Consultant |
| Main activities and responsibilities | Design & management of evaluation projects, including: - World Health Organization: development of research tools and analysis of quantitative and qualitative data for an international evaluation of neglected tropical diseases programme. - International Committee of the Red Cross: development of evaluation methodology for communication & education programmes. - International Electrotechnical Commission: management of study of e-commerce. European Broadcasting Union: design and management of evaluation of annual summit. - World Wildlife Fund: creation of evaluation methodology & guidelines for communications. - International Standards Organisation: design and management of multi-lingual global survey for evaluating effectiveness of online services. - Swiss Federal Department of Foreign Affairs: team member for evaluation of Gurtong Peace Project (South Sudan). - Union of European Football Associations: design and management of a project to evaluate impact of an education programme amongst national football associations. - International Committee of the Red Cross: management of a study on best practices in intranet portals of international organisations. - Hironnelle Foundation: management of a study on best practices for online fundraising. - Family Business Network (IMD): design and management of evaluation of annual summit. - Family Business Network (IMD): design and management of needs assessment of national chapters. - LIFT 2007 & 2006: design and management of evaluation of international technology conference. |
| Name and address of employer | Benchpoint Ltd, 3 Old Garden House, The Lanterns Business Centre, Bridge Lane, London SW11 3AD, UK (www.benchpoint.com) |
| Type of business or sector | Market Research |
| Dates | October 2000 to April 2005 |
| Occupation or position held | Communication Consultant |
| Main activities and responsibilities | - Lead role in securing new clients, needs analysis & preparation of key elements. - Analysis of current internet marketing and communication strategies of clients. Creation and presentation of new strategies. Overseeing implementation projects with team. - Team leader for client projects: management of Marvel team, client relations including budget and contract negotiations. Client projects include: Nestlé, Debiopharm, Iomega, WTO centre, IOC & WWF. |
| Name and address of employer | Marvel Communications, Avouillons 16, 1196 Gland, Switzerland (www.marvel.ch) |
| Type of business or sector | Communications/Internet |
| Dates | July 1998 to August 2000 |

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| Occupation or position held | Communication Adviser (Geneva) |
| Main activities and responsibilities | Develop and implement communication strategies for the U.S., Europe & the Middle East: - Coordinate and coach a network of communication staff in some 20 countries. - Undertake assessments of field communication programmes, including: Albania, Armenia, Bosnia-Herzegovina, Croatia, Egypt, Georgia, Iraq, Jordan, Macedonia, Northern Ireland, Russia, Serbia & Tunisia. - Commission and supervise the evaluation of education and communication programmes. |
| Name and address of employer | International Committee of the Red Cross, 19 avenue de la Paix, 1202 Geneva, Switzerland |
| Type of business or sector | Humanitarian |
| Dates | September 1992 to March 1998 |
| Occupation or position held | Communication Coordinator/Delegate (field missions of 1-2 years duration: Sri Lanka, Former Yugoslavia, Somalia & Rwanda) |
| Main activities and responsibilities | Develop and implement field communication programmes targeting local authorities, arms carriers, youth and civil society. |
| Name and address of employer | International Committee of the Red Cross, 19 avenue de la Paix, 1202 Geneva, Switzerland |
| Type of business or sector | Humanitarian |
| Dates | September 1988 - August 1992 |
| Occupation or position held | Promotion & Campaign Coordinator |
| Main activities and responsibilities | Coordinate staff country-wide in implementing public awareness programs on humanitarian law. |
| Name and address of employer | Australian Red Cross, 155 Pelham Street, 3053, Carlton, Australia |
| Type of business or sector | Humanitarian |
| Dates | April 1987 - August 1988 |
| Occupation or position held | Para-legal |
| Main activities and responsibilities | Assist a team of lawyers through research & preparation of court cases. |
| Name and address of employer | Attorney General's Department, 200 Queen Street, 3000, Melbourne, Australia |
| Type of business or sector | Government |
| Dates | December 1986 – March 1987 |
| Occupation or position held | Research Assistant |
| Main activities and responsibilities | Research political developments in the Asia and Pacific region. |
| Name and address of employer | BP Australia, 360 Elizabeth Street, 3000, Melbourne, Australia |
| Type of business or sector | Energy |
| Education and training | |
| Dates | 2007 – ongoing |
| Principal subjects covered | PhD in research methodology Evaluation methodology for international organizations and NGOs in the communications field. |
| Name and type of organization: | London School of Economics and Political Science, London, UK |
| Level – international classification | ISCED6 |
| Dates | 1999 – 2000 |
| Title of qualification awarded | Master of Science in Communications Management (magna cum laude) |
| Principal subjects covered | Corporate communications, public relations, marketing, media research & evaluation. |
| Name and type of organization: | Swiss-Italian University, Lugano, Switzerland |

| Level – international classification | ISCED5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Dates | 1983 – 1987 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Title of qualification awarded | Bachelor of Arts (Social Sciences) (honours) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Principal subjects covered | Legal sociology, public policy & human rights. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Name and type of organization: | La Trobe University, Melbourne, Australia | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Level – international classification | ISCED5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Personal Skills and Competences | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Languages: Mother Tongue | English | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other language(s): Self-assessment | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| European level (*) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| * Common European Framework | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| French | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| of Reference for Languages | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Italian | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <table border="1"> <thead> <tr> <th colspan="4">Understanding</th> <th colspan="4">Speaking</th> <th colspan="2">Writing</th> </tr> <tr> <th colspan="2">Listening</th> <th colspan="2">Reading</th> <th colspan="2">Spoken interaction</th> <th colspan="2">Spoken production</th> <th colspan="2"></th> </tr> </thead> <tbody> <tr> <td>C2</td> <td>Proficient user</td> <td>C2</td> <td>Proficient user</td> <td>C1</td> <td>Proficient user</td> <td>C1</td> <td>Proficient user</td> <td>B1</td> <td>Independent user</td> </tr> <tr> <td>B1</td> <td>Independent user</td> <td>B1</td> <td>Independent user</td> <td>A2</td> <td>Basic user</td> <td>A2</td> <td>Basic user</td> <td>A1</td> <td>Basic user</td> </tr> </tbody> </table> | Understanding | | | | Speaking | | | | Writing | | Listening | | Reading | | Spoken interaction | | Spoken production | | | | C2 | Proficient user | C2 | Proficient user | C1 | Proficient user | C1 | Proficient user | B1 | Independent user | B1 | Independent user | B1 | Independent user | A2 | Basic user | A2 | Basic user | A1 | Basic user |
| Understanding | | | | Speaking | | | | Writing | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Listening | | Reading | | Spoken interaction | | Spoken production | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| C2 | Proficient user | C2 | Proficient user | C1 | Proficient user | C1 | Proficient user | B1 | Independent user | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| B1 | Independent user | B1 | Independent user | A2 | Basic user | A2 | Basic user | A1 | Basic user | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Social skills and competences | Team work: participated in wide variety of teams throughout professional career including evaluation project teams - budgeting, planning, reporting and team work. Communications: well adapted to working with people from very different backgrounds. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Organizational skills and competences | Presentation skills: extensive experience in presenting projects and proposals to donors & business. - Organizer of a 2006-8 conference series for the International University in Geneva, "the Future series", focusing on communications, business and workplace. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Computer skills and competences | Content analysis software (ATLAS.ti), network mapping software (Ucinet) and online survey systems. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Artistic skills and competences | Musician; slightly competent player of the mandolin, mandocello & ukulele. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other skills and competences | Teaching courses on communications and research at the International University in Geneva. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Additional Information Publications: | Evaluating Public Information and Advocacy Campaigns (pdf), presented at European Evaluation Society Biennial Conference, 1-3 October 2008. http://www.owlre.com/wordpress/wp-content/uploads/2008/10/oneil_ees_conf_08.pdf "A Visual Pathway: Approaches and challenges in evaluation of IO/NGO communication campaigns" (pdf), Communication Director, Volume 2, 2007. http://www.owlre.com/wordpress/wp-content/uploads/2008/01/glenn_oneil_article_comdirector.pdf "Blogs, mash-ups and wikis – new tools for evaluating event objectives: A case study on the LIFT06 conference in Geneva" (pdf), PRism, Online PR Journal (peer reviewed), volume 4 (2), 2006. http://praxis.massey.ac.nz/fileadmin/Praxis/Files/Journal_Files/Evaluation_Issue/ONEIL_CASE_STUDY.pdf Case study on LIFT06 Conference in Watson, T., & Noble P. (2005). Evaluating public relations. London : Kogan Page, p. 148-151. Case study on International Red Cross Crisis - Specific Microsite in Holtz S. (2002). Public Relations on the Net. AMACOM. p. 334-336. Blogs: Co-author of evaluation blog "intelligent measurement": http://intelligentmeasurement.wordpress.com/ and "Geneva Communicators" blog: http://genevacom.wordpress.com | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |