



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 | | |
| Dates | January 2008 to present | |
| Occupation or position held | Founder / Evaluation Consultant (self-employed) | |
| Main activities and responsibilities | <p>Design & management of evaluation projects in communications, development and online services:</p> <ul style="list-style-type: none"> - Family Business Network: Design and management of needs assessment for a new online platform. - Meggitt PLC: Support for needs analysis for online communications. - International Committee of the Red Cross: review of communications in Afghanistan. Onsite evaluation in Afghanistan. - Geneva Call: Member of team to evaluate the impact of the organisation's work. - International Committee of the Red Cross: Team leader for the evaluation of communication programmes on humanitarian law and Principles. Onsite evaluation in Thailand, Cambodia, the Philippines, Guinea and Iran. - Oxfam International: evaluation of "Rights in Crisis" advocacy campaign for the Congo. - Red Cross Red Crescent Magazine: readership survey in five languages of global communications product. - 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 workshops on evaluation and survey skills. - Shell Foundation: member of LSE Enterprise team to advise on evaluation methodology and surveys for the Indoor Air Pollution communications campaign in southern India. 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: 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- 10: 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. - 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 (pubic 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 and 2010 Eurovision TV summit.
- International Committee of the Red Cross: evaluation of the usage and impact of communication products.
- World Health Organization: support for developing an evaluation methodology for future evaluation of neglected tropical diseases programmes.

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 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.
 - Hirondelle 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)

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| Type of business or sector | Market Research |
| Dates | October 2000 to April 2005 |
| Occupation or position held | Communication Consultant |
| Main activities and responsibilities | <ul style="list-style-type: none"> - 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 |
| Occupation or position held | Communication Adviser (Geneva) |
| Main activities and responsibilities | <ul style="list-style-type: none"> 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 |

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| 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 |
| 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: English
Mother Tongue

Other language(s): Self-assessment

European level (*)

* Common European Framework French

of Reference for Languages Italian

| 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.

Presentation skills: extensive experience in presenting projects and proposals to donors & business.

Organizational skills and competences

- Organizer of a 2006-9 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>