Curriculum Vitae

Prof. Jonathan BRIGGS, BSc(Eng.), ACGI, FRSA
Consultant, Learning Experience Designer, Explorer

Qualifications & Awards

2019-	Honorary Professor, Teesside University Business School
1998-2014	Professor of eBusiness, Kingston University , UK.
1979-1982	BSc(Eng.) Computing Science, Imperial College of Science and Technology, London University
1982	Associateship City and Guilds Institute

Membership of Learned Bodies

2015-2018	Associate Fellow, Institute of Asian Consumer Insights, NTU, Singapore
1993-current	Fellow of the Royal Society of Arts

Current Positions

2023-current	Adjunct Associate Professor, Department of Strategy and Policy, NUS Business School
2022-current	Partner, Transformation Partners, Singapore
2015-current	Partner, Crimson Sunbird LLP, Singapore
2016-current	Module Leader and Programme Instructor, Full-time/Part-time MBA/MSC Programmes, Nanyang Business School, NTU, Singapore.
1996-current	Founder, Hyper Island, Karlskrona, Sweden

Consultancy and Advisory Positions

2022-2023	Digital Transformation Advisor to Board, Moet Hennessy, Paris
2011-2018	Member of Digital Advisory Board, Unilever (global advisory role for the Chief Marketing and Communication Officer, Keith Weed)
2015-2016	Sharing economy consultancy for Unilever Equality Unit on Women's Empowerment
2012-2016	Advisor for Unilever North Asia (Shanghai) including annual involvement in Digination Conferences (2012, 2013, 2014) (keynote speaker, workshop leader and advisor), Shanghai and workshop designer and facilitator (Jakarta, 2013, Mumbai, 2014)
2013-2016	eCommerce advisor to Guardian Health & Beauty, Singapore as part of a larger advisory role to Dairy Farm Asia (HK)

Current client engagements

2023 - ongoing	Arion Bank, Iceland
2023 - ongoing	Coca-Cola, Bottling Investments Group, Kuala Lumpur
2023 - ongoing	JTI, Geneva
2018 - ongoing	BNP Paribas, regional training in Digital Leadership, Singapore

Research and Development Activities

The Impact of Digital on Learning and Teaching. This has been core to the whole of my academic life and has centred around digital tools and interdisciplinary thinking. Research in the 80s on using logic programs to build models to help students and teachers think about history, science and business lead to work in Hyper Text and then Multimedia.

The cross disciplinary nature of emerging digital media in the 1990s demanded direct experimentation and this lead to the formation of Other Media; an agency working for real clients to explore first CD-ROM and kiosk technologies and then the web and eventually mobile. Clients included Benetton Group for whom we built their first site, Virgin Group, England & Wales Cricket Board and Paul Smith for whom we started eCommerce.

This combination of learning by doing and teaching about live case studies from industry lead to the foundation of Hyper Island in Sweden and with the addition of leadership development and change management to the current global academic role supporting academic quality in courses designed to be offered flexibly in the workplace at Masters level.

Through my consultancy and continued experimentation (currently for example around AI Chatbots, Data, Dashboards and Visualisations) I have constantly refreshed and reinvented what I teach but the core constructivist models of engaging learners with making, experiencing and reflecting remain at the heart of everything.

Previous Employment

2021-2022	Module Leader and Programme Instructor, EMBA, Digital Transformation Module, EMBA, National University of Singapore, NUS Business School
2011-2022	Global Academic Director, Hyper Island Institute of Higher Education, Singapore
2002-2007	Curriculum Advisor, IPKO Institute Management Programme, Kosovo.
1994-1998	Reader (Computers in Education), School of Information Systems, Kingston University
1994-2014	Director, Other Media Ltd
1987-1994	Senior Lecturer, School of Information Systems, Kingston University
Jul 94 & Jun 95	Visiting lecturer, Tufts Environmental Literacy Institute, Tufts University, Boston, MA
1991-1992	Project Manager (part time), World Wide Fund for Nature (UK)
Feb 90-Apr 90	Visiting Lecturer, Department of Curriculum Studies, University of Hong Kong
1983-1987	Research Assistant (part time) Exeter University funded by the Nuffield Foundation
1984-1985	Business Manager, Logic Programming Associates Ltd, (Expert Systems/ PROLOG development company)
1985-1987	Senior Lecturer/Research Officer (Expert Systems), Kingston College of Further Education.
1982-1984	PhD Researcher (funded by Sinclair Research), "Logic as a Computer Language for Children", Department of Computing, Imperial College of Science and Technology

Other Activities

2016-2021	People Transformation Group, DBS, Singapore
2010–2013	Referrer and Mentor, HackFWD, Berlin
2003-2004	Common Purpose, London
2000-2004	Course co-chair, EMMDIS, INA, Paris (funded by the EU Media Programme)
1999-2004	Fellow and Executive Committee Member, British American Project
2000-2002	Chair, European Multimedia Awards

1996-2000	Chair, Multimedia Jury, Wild Screen Awards

Speaking Engagements

October 2022	Ministry of Science, Business and Higher Education, Iceland
November 2021	Digital Transformation, Board of Directors, Moet Hennessy, Paris
January 2019	Exploring digital marketing, L'Oréal, Singapore
October 2018	"Redesigning education for a digital world", Tokyo, Japan
August 2018	"Bridging the divide between marketing and sales", Invited Speaker, TECH Connect 2018, LinkedIn, Singapore
June 2018	"How AI will affect jobs", Invited Keynote, Adecco Future of Work Summit, Singapore, including radio interview for MoneyFM
June 2018	"Digital is disrupting marketing", Invited Speaker, Elizabeth Arden/Revlon, Singapore
April 2018	"Changing Needs in the Higher Education Market", Invited Speaker, Executive Academy, EFMD Global Network, NTU, Singapore
February 2018	Panelist for launch of Linde Gas Digital Disruption Hub, Singapore
May 2017	"The Future of Education", Invited Keynote, Semi Permanent, Sydney, Australia
August 2015	Asia Digital Trends and Customer Centricity, Human Capital Leadership Institute, Singapore
March 2015	Digital Disruption, Human Capital Leadership Institute, Singapore
September 2014	Digital Trends and Customer Centricity, Human Capital Leadership Institute, Singapore
May 2014	"Reinventing banking in a digital age", Next Bank, SIngapore

Significant Recent Client Engagements

2018 - 2020	DHL, Digital Leadership Training, Singapore
2017 - 2021	Moet Hennessy, APAC Executive Committees and Regional Luxury Brand Studio development & training, Singapore and Hong Kong
2017 - 2021	Standard Chartered Bank, regional training, Digital, Singapore and Hong Kong
2016 - 2017	Visa, Digital Design Workshops, Singapore (4), Indonesia, Hong Kong, Japan, China, Korea, Miami (USA).
2017	Axiata, Pathbuilder digital mindset programme for 650 senior leaders & Digital Jam for 12000 employees, Bangladesh, Sri Lanka, Malaysia, Indonesia, Cambodia and Nepal
2015 - ongoing	DBS, Digital Transformation Workshops and Curriculum Design, China, Singapore & Hong Kong

Research Funding

2018-2021	Using chatbots to facilitate learning, Hyper Island Development Funding
2009-2011	KTP007408, "KTP with Golfbidder Ltd", DBERR, Knowledge Transfer Partnership with Golfbidder Ltd
2006-2008	Chief Scientific Investigator, PANDA, "Collaborative Process Automation Support using Service Level Agreements and Intelligent dynamic Agents in SME clusters", European Funding, FP6-IST-027169

Publications

Briggs, Jonathan(2022), "World Building for Learning & Change", Crimson Sunbird LLP, Singapore (in preparation)

Briggs, Jonathan (2022), "From Facilitator to Learning Designer", Hyper Island, Sweden

Briggs Jonathan (2018), "Digital Action Cards: starting points for business transformation ", Crimson Sunbird LLP, Singapore

Briggs Jonathan (2016), "Analytics Cards: Finding Business Insights in Google Analytics ", Crimson Sunbird LLP, Singapore

Briggs Jonathan (2016), "JTBD Cards: Learning to interview customers" (2nd Edition), Crimson Sunbird LLP, Singapore

Ignatiadis, I., Tektonidis, D., Svirskas, A., Briggs, J., Katriou, S.A., Koumpis, A. (2008), "A service oriented and agent-based architecture for the e-collaboration of SMEs", 8th IFIP Conference on e-Business, e-Services, and e-Society, Tokyo, Japan, 24-26 September.

Ignatiadis, I., Svirskas, A., Vokřínek, J., Briggs, J. (2008), "Towards Combining SOA, Web2.0 and Intelligent Agents in Virtual Organizations", European and Mediterranean Conference on Information Systems, Dubai, United Arab Emirates, 25-26 May.

Ignatiadis, I., Svirskas, A., Briggs, J. (2008), "Towards SOA and Intelligent Agent-enabled Virtual Organizations", IADIS International Conference E-Society 2008, Algarve, Portugal, 9-12 April.

Svirskas, A., Ignatiadis, I., Briggs, J. (2008), "Agent-based Service-oriented Collaborative Architecture for Value Chains of SMEs", 2nd IEEE International Conference on Digital Ecosystems and Technologies, Phitsanulok, Thailand, 26-29 February.

Ignatiadis, I., Briggs, J., Svirskas, A., Bougiouklis, K., Koumpis, A. (2007), "Introducing a Collaborative Business Model for European ERP Value Chains of SMEs", PRO-VE'07: 8th IFIP Working Conference on Virtual Enterprises, Guimaraes, Portugal, 10-12 September.

A. Stone, J.H. Briggs, "Towards Implementing m-learning Support for First Year Students at Kingston University" in 'Learning Technology', IEEE Learning Technology Task Force 5(2) IEEE, April, ISBN/ISSN 1438-0625 (2003)

A. Stone, J.H. Briggs, T Smith, C Olsson, "Cultural Issues in Developing a Leadership Education Program in Kosovo", 4th IEEE International Conference on Advanced Learning Technologies, IEEE, Joensuu, Finland, pp. 968-972. ISBN/ISSN 0-7695-2181-9 (2004)

J.H. Briggs, A. Stone, T Smith, C Olsson, "Capacity Building for Emerging Democracies: An Experiment in Leadership Education", ICOOL 2003 - International Conference on Online and Open Learning, (2003)

A. Stone, J.H. Briggs, "SMS and Interactivity Some Results from the Field, and its Implications on Effective Uses of Mobile Technologies in Education", IEEE International Workshop on Wireless and Mobile Technologies in Education, IEEE, August, Vaxjo, Sweden, ISBN/ISSN 0-7695-1706-4 (2002)

A. Stone, G. Alsop, J.H. Briggs, C Tompsett, "M-Learning and E-Learning: a Review of Work Undertaken by the Learning Technology Research Group", MLearn 2002, Birmingham, ISBN/ISSN 1463-9408 (2002)

Miller, Rob, Ogborn, Jon , Briggs, Jonathan, Brough, Derek , Bliss, Joan, Boohan, Richard , Brosnan, Tim , Mellar, Harvey and Sakonidis, Babis (1993) Educational tools for computational modelling. Computers & Education, 21(3), pp. 205-261. ISSN (print) 0360-1315

Briggs, Jonathan, Tompsett, Christopher and Oates, Nick (1993) Using rules to guide learners through hypertext. Computers & Education, 20(1), pp. 105-110. ISSN (print) 0360-1315

Bliss, Joan, Ogborn, Jon, Boohan, Richard , Briggs, Jonathan, Brosnan, Tim , Brough, Derek , Mellar, Harvey , Miller, Rob, Nash, Caroline , Rodgers, Cathy and Sakonidis, Babis (1992) Reasoning supported by computational tools. Computers & Education, 18(1-3), pp. 1-9. ISSN (print) 0360-1315

Cotterell, Arthur, Ennals, Richard and Briggs, Jonathan (1988) Advanced information technology in education and training. London : Edward Arnold. 118p. ISBN 034040678X

Ennals, Richard and Briggs, Jonathan (1984) Logic and programming. In: Torrance, Steve, (ed.) The mind and the machine: philosophical aspects of artificial intelligence. Chichester : Ellis Horwood Limited. pp. 133-144. (Artificial Intelligence) ISBN 0853127123

Ennals, Richard, Briggs, Jonathan and Brough, Derek (1984) What the naive user wants from Prolog. In: Campbell, J.A., (ed.) Implementations of Prolog. Chichester, U.K. : Ellis Horwood. pp. 376-386. (Artificial intelligence) ISBN 0853126755