

Professional evaluator, with a background in development, currently conducting ethnographic research on environment, media and development in south India. Fluent in English and Swedish, with particular skills in qualitative research design, ethnography, focus groups and evaluating communications.

Evaluation Experience

August – December 2006

Managed and moderated focus groups and conducted criteria-based web-site evaluation. Responsible for writing topic guides, for developing the methodology as the company piloted this as a new product, collecting, and analysing the statistical data on financial services websites, including data mining using Anthracite, for coding the focus group transcripts using Atlas-ti, and for writing an insurance-industry wide 'Web Monitor' report.

Direct Excellence

January - April 2004 & June 2005 - February 2006

Responsible for two rounds of evaluation research for Advicenow, the UK's main legal advice portal, with results going forward to Parliamentary Committee on Public Legal Education. Responsible for designing the research, drawing up interview schedules and questionnaires, moderating the focus groups and interviews with hard to reach groups in situ, for analysis using SPSS, and writing-up.

Advicenow.org.uk

August - September 2003

Worked evaluating their indicators for local multiplier effects for spending on regeneration efforts. Research was partnered with inward investment agencies in the North East of England and Wales, with backing for the overall programme from the Treasury.

New Economics Foundation

August 2001

Evaluating various definitions of Information and Communication Technologies (ICTs) in a baseline study for UK DfID.

Oneworld International

Qualifications

2004-2005	School of Oriental and African Studies	MPhil	Media Ethnography
2003-2004	School of Oriental and African Studies	MA	Anthropology of Media with Merit
1997-2001	School of Oriental and African Studies	BA	Geography and Development Studies with 2:1
July-Aug 1998	Regent's College London	Certificate	English Language Teaching to Adults (CELTA)
Jan-June 1996	City University	Foundation	HIV and AIDS Counselling Skills

Publishing Experience

I have written four books for Univerb Publishers, of Stockholm, their *Business English Course*, *Direct Course 1* in English, easy readers of *Robinson Crusoe*. and *The Picture of Dorian Gray*.

Consultancy & Training Experience

January 1999 - June 2000 & August 2002 - July 2003

I founded my own communication skills consultancy in Stockholm, providing training to The Swedish Ministry of Environment, Swedish White Collar Worker's Union, Swedish Environmental Research Institute.

Computer Skills

Microsoft Office	Adobe Creative Suite	Web Design in Freeway Pro & Dreamweaver
Statistical Analysis in SPSS	Qualitative Coding in Atlas ti	Data Mining in Anthracite
Content Management Systems	Joomla!	XHTML 1.0 and CSS

Language Skills

English	Native speaker	Swedish	Near fluent
French	Intermediate	Sinhalese	Beginner
Hindi	Beginner	Tamil	Just started