

## Contact

+64-224462888 (Mobile)  
eylesnz@gmail.com

[www.linkedin.com/in/johneyles](http://www.linkedin.com/in/johneyles)  
(LinkedIn)

## Top Skills

Strategy  
E-Learning  
Business Development

## Languages

English (Native or Bilingual)  
French (Elementary)  
Japanese (Elementary)

## Honors-Awards

Flexible Learning Leader in New Zealand - 2006

## Publications

Changing Methodologies in TESOL  
Image and Object-based Design  
Projects in the ESL Classroom  
Computer Mediated Student  
Centered Image Based Learning  
The PRISM Collaboration Toolkit

# John Eyles

Artist, Educator and Businessman  
Auckland, New Zealand

## Summary

My skills and experiences are broad and global.

I'm good at:

- Seeing emergent futures, asking pertinent questions, making connections and generating ideas of value.
- Facilitating groups large and small (online and F2F) to create value for themselves and others.
- Improving creativity and communication skills in others.
- Curriculum Design, Online Learning and eConferencing.

I'm a pluralist with broad knowledge in multiple domains.

Here's a snapshot of how others have found working with me:

"John is right at the Top 1% when it comes to education consultants. He will bring in years of experience, diverse knowledge, innovative solutions and above all, empathy to his problem solving." BBC Media Action.

"John was instrumental in the development, strategy, and significant growth of Urban Planet Mobile (Urban English), the 1st recipient of the GSMA Best Mobile Learning Award and 7 other Mobile Learning international awards and recognition." UPM. USA

"John has a mind which works like no other I've encountered. Playful, even when responsible for serious projects, he is a master of big-picture thinking. He connects ideas and people constantly, in original and valuable ways. He is truly global in his perspective. A rare one." Big Stretch. UK.

"John is a true expert in distance learning and development and lots of fun to work with at the same time." Jump Shift. NZ

You can find more in the endorsement section of my LinkedIn profile.

Wishing you well. Please get in touch if you need innovative and practical solutions.

---

## Experience

### Wheelhouse Education & Learning Ltd

Director

July 2016 - Present (3 years 10 months)

Asia Pacific

Wheelhouse Education and Learning Ltd works in partnership with healthcare organisations to improve leadership, communication and innovations in health. The company uses co-design principles to develop and deliver educational programmes for hospitals, PHOs, DHBs and private healthcare organisations both face to face and online.

### Eyles and Associates Ltd

Managing Director

August 2003 - Present (16 years 9 months)

New Zealand

Consulting, Facilitation, Strategy, Innovation, Business Development, Sensemaking, FutureThink and Special Projects.

### Neosophy Limited

Director

March 2000 - Present (20 years 2 months)

Neosophy Limited is a boutique ideas consultancy founded in 2000 which places high value on creativity and play. It uses the 'science of now' to help clients navigate and invent the future.

### Unitec Institute of Technology

Senior Academic Leader

October 2014 - September 2016 (2 years)

Auckland, New Zealand

Responsible for launching and leading the Bachelor of Creative Enterprise degree, in the Department of Design and Contemporary Arts using blended models of education. The aim of the degree is to enable students to make a living from their creativity. Industry based and entrepreneurial, the degree

brings together artists, designers, film makers, transmedia story tellers and more to work with external stakeholders on interdisciplinary projects that address real world needs and which take a co-design approach.

### Urban Planet Mobile, USA

Strategic Advisor

October 2010 - January 2015 (4 years 4 months)

Durham, USA

Advisory Board role and Director of English Language Learning and Innovation, providing consultancy on strategy, pedagogy and education technology to this US based company, delivering education via mobile to a global audience. The company was acquired in 2015 by Sibling Group, a publicly listed company.

- U.S. Commercial Services' Export Achievement Award (2013)
- Winner 'Moviforum' Latin American Mobile Award for outstanding impact on education (2013)
- SIIA CODiE Award Finalist (2013)
- GSMA Global Mobile Award for world's best mobile learning innovation (2011)
- Winner of the Frost & Sullivan "Most Innovative Application Provider of the Year" (2011)
- Winner of the Gartner "Cool Vendor in Education" (2011)

### BBC Media Action, UK

Education Technology Consultant

July 2010 - June 2013 (3 years)

Bangladesh

Senior advisor to the BBC Janala Project on strategic direction, pedagogy and education technology for the online platform and certificate programme.

BBC Janala is a multi-platform English language training programme reaching 40 million plus students across Bangladesh via TV, Mobile and Web. Project became a Wise Winner 2011 (World Innovation Summit for Education)

### Spark New Zealand

Manager Research and Alliances

July 2007 - June 2010 (3 years)

New Zealand

Looking 3 to 5 years into the future at opportunities and threats for the business. Providing research, thought leadership, innovation, creative problem solving and strategic insights for Group Strategy and the Research and Venturing teams. Topics included Mobile Learning, Social Media, Social Innovation, eCollaboration, eHealth, Education, Virtual Worlds and new business models for Entertainment. Seconded in early 2010 to lead the formation of a ONE Telecom Strategy for Education for the organization and create alignment across the business units while reporting directly to the CEO and Executive team.

**Auckland University of Technology**  
**Senior Lecturer Postgraduate Studies Art & Design**  
January 2004 - December 2008 (5 years)  
New Zealand

Co-founded AUT's Art and Design Postgraduate Network and helped establish the delivery of research based masters programmes off-campus across New Zealand and beyond through the design of innovative online platforms.

Taught students on the Masters in Art and Design Programme including Research Methods.

Primary supervisor for Master thesis students, which I continued to do after joining Telecom.

**English-to-go**  
**CEO and Co-Founder**  
October 1998 - October 2003 (5 years 1 month)  
China, Japan, UK, USA, Australia, New Zealand, Russia, South Africa

Development with others of the company into a world leader with 60,000 registered teachers in 150 countries delivering English language training via internet to thousands of students at all levels. The company grew from start-up to a \$4 million dollar company in 2 years. In 2001 English-To-Go organised the World's Largest Lesson with students from over 100 countries participating on the same day.

**University of Waikato**  
**Manager Auckland Language Institute**  
June 1996 - March 1998 (1 year 10 months)  
Auckland, New Zealand

In charge of managing the University of Waikato Language Institute Auckland Centre and turning it into a profit centre. Responsible for staff recruitment,

staff development, research, strategic planning, marketing and everyday management. During my time at Waikato University we established paperless office systems, a strong web based training programme, and won international recognition for our work with online education. We also opened up new international markets in China, South America and the Middle East.

### Nihon University

Lecturer

February 1995 - June 1996 (1 year 5 months)

Tokyo

Development and delivery of English communication courses for critical thinking and spoken fluency.

### Japan International Cooperation Agency

Consultant

April 1991 - June 1996 (5 years 3 months)

Consultant for JICA (Japan International Cooperation Agency) - a government body that distributes Japan's overseas development assistance. Duties included visits to project sites overseas, writing of bi-lateral agreements and communications, research and troubleshooting.

### Waseda University

Lecturer

February 1991 - June 1996 (5 years 5 months)

Tokyo, Japan

Responsible for developing and teaching Cross-Cultural & General English Courses. Helped develop the Open University market for English language training through the Waseda Extension Centre.

### British Council

IELTS Examiner

February 1991 - May 1996 (5 years 4 months)

IELTS examiner at the British Council Tokyo for the Cambridge Examinations Board

### All Nippon Airways

Instructor

January 1990 - April 1993 (3 years 4 months)

Duties included designing and delivering training courses for staff of All Nippon Airways - pilots, cabin attendants and ground crew - and staff of the ANA Hotel Group - Receptionists, waiters, bellboys, etc.

---

## Education

### Auckland University of Technology

Masters Degree in Art and Design (1st class), Thesis topic: Computer mediated student centred image based education · (1998 - 2000)

### University of Cambridge

RSA DTEFLA/DELTA, English language · (1991 - 1992)

### University of Gloucestershire

BA Hons Fine Art, Sculpture and Photography · (1984 - 1987)

### University of Hertfordshire

Foundation in Art and Design, School of Creative Arts · (1982 - 1983)