

Dianne Tyers, MA, MBA, PhD

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ENTREPRENEUR, INTERNATIONAL BUSINESS WOMAN, EDUCATOR, RESEARCHER

- I have had a multifaceted international career as an entrepreneur, educator and manager.
- I have expertise in: entrepreneurship, international business, intercultural communication, strategic planning, business development, new product and service development, social media marketing, project management, leadership, organizational change, quality assurance, budgeting, and financial management.
- I have lived in, worked in, and travelled to 60+ countries, and as a result interact with and manage effectively in any cultural environment.
- I am a confident, dynamic speaker and presenter. I present keynote addresses, panel discussions and workshops at conferences across Canada and internationally.
- My participation in the business world has been complemented by ongoing academic pursuits resulting in three post-graduate degrees (MA, MBA, PhD). My research interests include: women's entrepreneurship; intercultural communication; language and management; dynamic systems theory applied to business, culture and language; and English language education.

HIGHER EDUCATION

PhD	<i>University of Toronto, Toronto, Ontario, Canada</i>	April 2017
	Thesis entitled: <u>Understanding the Cross-Cultural and Cross-Linguistic Experiences of Women Entrepreneurs in the English Language Education Sector through a Multiple Narrative Case Study.</u>	
MBA	<i>Ivey School of Business, Western University, London, Ontario, Canada</i>	May 2003
MA	<i>University of Queensland, Brisbane, Queensland, Australia</i>	July 1997
BPHE	<i>University of Toronto, Toronto, Ontario, Canada</i>	May 1989

ENTREPRENEURIAL EXPERIENCE

President and CEO

Advance Consulting for Education, INC, Mississauga, ON, Canada 2001 to Present

- Conceptualized, launched and built a consulting business to serve the education needs of professional associations, licensing and regulatory bodies, and adult and continuing education organizations.
- Projects include quality assurance, new product and service development, assessment development and training delivery.
- Built and manage a team of forty highly qualified trainers, curriculum specialists, multimedia developers, and education technology experts.

- Developed thirteen proprietary courses with accompanying manuals, administrative documents, online video catalogue, and train-the-trainer process.
- Built long-time client base including: Ontario Association of Certified Engineering Technicians and Technologists, CARE Centre for Nurses, Ontario Building Officials Association, Technology Accreditation Canada, Niagara Catholic District School Board, University of Waterloo, Assiniboine Community College, Peel District School Board and the University of Windsor.

MANAGEMENT EXPERIENCE

Regional Franchise Operations Manager

Sylvan Learning Systems, INC, Baltimore, MD, USA

2001 to 2003

- Grew franchise revenue by 19% to \$35 million (US) in assigned territory (eastern Canada, Midwest US) of K-12 tutoring franchise division.
- Conducted 100 quality assurance reviews on franchisee use of the Sylvan operating system in marketing, sales, finance, human resources, facilities, customer service and academics.
- Coached 45 franchisees responsible for 86 franchises on creating business plans, developing marketing strategies, increasing sales, improving customer service, and implementing new education programs.
- Monitored financial and business performance of assigned territory on a monthly basis.
- Launched accreditation system for Canadian-based franchises.

Regional Operations Manager

ASPECT International Language Schools, Northeast

1999 to 2000

- Responsible for the operations of 6 ESL schools in Toronto, Chicago, Boston and New York, with 12 direct reports and annual revenues of over \$9 million (US).
- Designed and implemented global procedures for group bookings to increase operational effectiveness and profitability.
- Worked with sales, marketing, finance and customer service departments to successfully transition organizational structure from private ownership to a publicly traded company.
- Conducted internal audits for ISO 9000 (six schools) and ACCET (five schools) accreditation.

Director of Academics

ASPECT International Language Schools, Toronto

1998 to 1999

- Grew school enrollment to 150 students and build corresponding operational infrastructure to support increased enrollment.
- Hired, trained and supervised a teaching staff of 15.
- Developed and implemented new courses and services to meet the needs of the local market.

Expatriate Staff Manager

GEOS Language Corporation, Northern Japan Branch, Sapporo, Japan

1993 to 1995

- Remotely managed 55 North American teaching staff in 24 language schools in northern Japan.
- Travelled extensively throughout Japan to conduct teacher observations and to support teaching staff in order to maintain quality lesson delivery.
- Branch had lowest staff turnover and highest revenue growth in the company.

PUBLICATIONS

- Commissioned to write a chapter on international schooling and global families for the book *Research Handbook of Global Families: Implications for International Business* a publication from Edward Elgar that will be published in January 2019, edited by Dr. Yonne McNulty of SIM University in Singapore.
- Submitted book proposal for to Multilingual Matters, entitled, **The Experiences of Women Entrepreneurs in the English Language Education Sector**. They have indicated interest in the book and as a next step have requested sample chapters. These will be submitted by January 31st, 2018 at which point the publisher will make a final decision about whether to proceed with the publication.
- The following articles are under development:
 - An article entitled *The Experiences of Women Entrepreneurs Operating Cross-Culturally and Cross-Linguistically* targeting the **Journal of International Business Studies (JIBS)**.
 - An article entitled *The Entrepreneurial Experiences of Women Operating Businesses in the English Language Education Sector* targeting the **Journal of Business Venturing (JBV)**
 - An article entitled *Understanding Culture, Culture Learning and Cross-Cultural Interactions through a Complex Dynamic Systems Lens* targeting either **Journal of Studies in International Education (JSIE)** or **The International Journal of Cross Cultural Management**.
- Community partner in a SSHRC Partnership Grant entitled “NGO facilitation of Labour Market and Entrepreneurship Experiences of Syrian Refugees to Canada and Sweden” that was submitted on November 25th, 2017 by a research group out of McMaster University. My role in the project is as an SME and as a channel through which the research results will disseminated to the practitioner community.
- Have written thirteen course manuals, each between 200 and 600 pages in length, for proprietary teacher education courses offered through licensing partnerships and/or online delivery.

PROJECT LIST

Quality Assurance Projects

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|------------------|---|
| 2013-
Present | Technology Accreditation Canada, Toronto, ON: Developed accreditation system for technology and technician programs at Canadian colleges; developed auditing system; and developed online auditor training. |
| 2017 | Governance Excellence Awards, Assessor, Abu Dhabi, UAE: Member of a four-person international team evaluating the Department of Education and Knowledge over a two-week time period as part of an emirate governance excellence program. |

- 2017 **Governance Excellence Awards, Assessor, Dubai, UAE:** Member of a three-person international team evaluating the Dubai Knowledge and Human Development Authority over a two-week time period as part of an emirate governance excellence program.
- 2016 **Governance Excellence Awards Assessor, UAE:** Member of a four-person international assessment team evaluating the UAE Ministry of Education over a two-week time period as part of a national governance excellence program.
- 2008—
2017 **CARE Centre for Internationally Educated Nurses, Toronto, ON:** Conducted English for Nurses language program review for external funder.
- 2016 **TAIE International Institute, Toronto, ON:** Conducted a full program review (human resources, finances, marketing, academics, operations, facilities) to prepare the organization for Languages Canada accreditation.
- 2015-
2016 **Centre for English Language Development, University of Windsor, Windsor, ON:** Completed a detailed curriculum review and benchmarked the curriculum against the Common European Framework of Reference (CEFR).
- 2015 **Birmingham International College of Canada, Toronto, ON:** Conducted a full program review (human resources, finances, marketing, academics, operations, facilities) to prepare the organization for Languages Canada accreditation.
- 2015 **Global Education Group, Toronto, ON:** Conducted a full program review (human resources, finances, marketing, academics, operations, facilities) of three language school campuses across Canada to prepare the organization for Languages Canada Accreditation.
- 2013 **East Coast School of Languages, Halifax, NS:** Conducted language curriculum review and benchmarking of all levels against the Common European Framework. Reviewed course outlines, course textbooks and assessments to check alignment and identify content and activity gaps.
- 2012 **Renison University College, University of Waterloo, Waterloo, ON:** Conducted language program review for both credit and non-credit courses. Reviewed course outlines, course textbooks, assessments and learning management system course sites. Benchmarked of all non-credit course levels against the Common European Framework.
- 2009—
2012 **CultureWorks, London, ON:** Conducted language program review of multi-campus operation (human resources, finances, marketing, academics, operations, facilities); completed academic curriculum review and revisions.
- 2008 **Languages Canada, Ottawa, ON:** Completed language program evaluation audits of over 70 English and French language programs across Canada.

Product and Service Development Projects

- 2015-present **Ontario Building Officials Association, Toronto, ON:** Developed question bank of 4000 questions for online final exam system for 24 professional development courses; developed and implemented train-the-trainer model for instructors across Ontario; developing management training model for municipal managers across Ontario.
- 2004—present **Ontario Association of Certified Engineering Technicians and Technologists, Toronto, ON:** Development and delivery of Technology Report Writing Seminar; revision of Professional Practice Exam (PPE); development of online PPE exam; development of online PPE preparation seminar; professional development for volunteer management; and development of licensing support courses for Internationally Educated Professionals.
- 2008—2017 **CARE Centre for Internationally Educated Nurses, Toronto, ON:** Completed English for Nurses curriculum revision; development of online foundations English for Nurses course; conducted pilot of telemedicine delivery of Language and Communications; adapted classroom-based courses for online delivery; consulted in the development of the online course frameworks.
- 2016 **TAIE International Institute, Toronto, ON:** Developing English for Academic Purposes curriculum.
- 2014-2016 **iCademy Dubai, Dubai, UAE:** Developed and implemented an online English language program for high school students in Dubai, with instructors in Canada.
- 2015-2016 **Parks Canada, Winnipeg, MB:** Developed multi-level curriculum to introduce English language learners to resources about Canada's national parks system.
- 2015 **Birmingham International College of Canada, Toronto, ON:** Developed English for Academic Purposes curriculum.
- 2015 **Global Education Group, Toronto, ON:** Developed English language standardized test preparation curriculum.
- 2014 **ACCES Employment, Toronto, ON:** Updated and revised curriculum on job searching, interviewing, cold calling and other employment skills to allow for both classroom and online delivery modes; creation of online delivery (recordings) of seminars.
- 2012 **Applied Science and Engineering Technicians and Technologists of Alberta (ASET), Edmonton, AB:** Developed and delivered Technology Report Writing Seminar; developed and delivered Professional Practice Exam preparation course; revised Professional Practice Exam.
- 2009—2011 **Niagara Catholic District School Board, St. Catharines, ON:** Developed English for Childcare curriculum and English for Entrepreneurs curriculum.
- 2009—2011 **Ontario Society for Professional Engineers, Toronto, ON:** Developed and delivered Professional Practice Exam preparation course for internationally trained engineers;

developed and delivered introduction to the green economy course for internationally trained engineers.

- 2011 **National Association of Respiratory Therapy Regulatory Bodies, Ottawa, ON:** Completed language benchmarking of profession of respiratory therapy in English and French through job shadowing, focus groups, key informant interviews and occupational language analysis.
- 2010—
2011 **ECO Canada, Calgary, AB:** Developed Environmental Bridging Program for immigrant environmental practitioners.
- 2007-
2008 **Ryerson University, Office of Research Services, Toronto, ON:** Developed and delivered various grant writing and research commercialization seminars. Delivered seminars at other Ontario universities including Laurentian University and UOIT.

International Projects

Customized teacher education delivered internationally in:

- Tehran, Iran
- Algiers, Algeria
- La Salle University, Bogota, Colombia
- Friends in Education, Pyongyang, North Korea
- Pusan Metropolitan City Office of Education, Pusan, South Korea

Customized teacher education delivered in Canada to international groups from:

- Civil Aviation Flight University of China, Sichuan, China
- Tianjin Municipal Education Committee, Tianjin, China
- Seoul Office of Education, South Korea
- Jinchen No. 1 High School, Shanxi, China
- Gyeongsangnamdo Office of Education, South Korea
- Gangwon Office of Education, South Korea

Non-Profit Projects in Developing Countries

- 2014-2017 **English for Teachers, Bolivia, Peru and Colombia:** Partially funded English for Teachers workshops for K-12 teachers in small communities in Bolivia, Peru and Colombia.
- 2015 **English for Tourism, Colombia:** Co-developed and partially funded an English for Tourism language for ecotour guides in a small rural community.
- 2011-2013 **English for Tourism, Rurrenabaque, Bolivia:** Co-developed and partially funded an English for Tourism language for ecotour guides in a small rural community on the edge of the jungle and the pampas.

- 2010, 2011, 2013 **English Language Teacher Training, Kivumu, Rwanda:** Developed, funded and delivered English language teacher training programs for local primary, high school and vocational school teachers in a small rural community, in partnership with a Catholic friary.
- 2011 **Teaching English for Young Learners, Casa Guatemala, Guatemala:** Sponsored an English teacher for three months of teaching at an orphanage in rural Guatemala.

Licensing Partnerships

I have built and maintained long term licensing partnerships with the following education providers:

- Renison University College, University of Waterloo, Waterloo, ON
- University of Windsor, Windsor, ON
- Peel Board of Education, Mississauga, ON
- Niagara Catholic District School Board, St. Catharines, ON
- London Language Institute, London, ON
- Bow Valley College, Calgary, AB
- Assiniboine Community College, Brandon, MB
- Edmonton Mennonite Centre for Newcomers, Edmonton, AB
- East Coast School of Languages, Halifax, NS
- Collège Communautaire de Nouveau Brunswick, Dieppe, NB

UNIVERSITY TEACHING EXPERIENCE

<i>Introduction to Consulting</i> , Ryerson University	2004
<i>Language and Society</i> , University of Toronto Mississauga	2013

PRESENTATIONS

Presenter and key note speaker at various Canadian and international conferences from 2004 to present. Presentation and key note topics included:

- Understanding your management style
- Multicultural management techniques
- Managing change in your organization
- Management lessons from the front lines
- Understanding workplace culture
- What is Canadian culture
- Language and culture
- Cultural intelligence
- Using Dynamic Systems Theory to teach culture

SERVICE RECORD

- 2016-2017 **Conference Manager, TESL Canada Federation, Ottawa, ON:** Managed the annual conference for the national English language teaching federation in Niagara Falls, ON in June 2017. Engaged key note and featured speakers, contracted registration management services vendor, solicited sponsors and exhibitors, managed the proposal submission and review system, scheduled presentations, liaised with conference venue, built and managed volunteer review team, and managed four-member implementation team on site.
- 2016-2017 **TESL Canada Innovation Awards, TESL Canada Federation, Ottawa, ON:** Conceptualized innovation awards for Canadian English language teaching sector; built award categories, application system and jury system; implemented the awards system.
- 2014-2015 **Treasurer, Board of Directors, TESL Canada Federation:** Reviewed and approved monthly financials; built financial management and purchase approval system; built organization's budgeting process; built budgeting spreadsheets; managed finance committee; oversaw all financial decisions.

OTHER SKILLS AND INTERESTS

Memberships: Canadian Federation of Independent Businesses, Academy of International Business, Academy of Management, Excellence Practitioner with Business Excellence Institute

Languages: Fluent French; basic Japanese (speaking); basic Spanish (reading).

Sports: Tennis, skating, hiking, swimming.

Travel: Travel to over 60 countries.