

ROBBY ROBSON
President & Founder, Eduworks

Synopsys

Dr. Robby Robson is president and co-founder of Eduworks, a company that helps customers move to next generation e-learning while leveraging their existing investments in content and infrastructure. Dr. Robson is an internationally known innovator and researcher in online learning whose specialties include learning technology design and implementation, product and market analysis, e-learning architecture, and technical standards. Prior to devoting his energies to e-learning, Robby was engaged in research mathematics and outcomes-based education. Robby holds a doctorate in mathematics from Stanford University and has served in academic administration and corporate management.

EDUCATION

Ph.D.	Stanford University	Mathematics	1981
B.A.	Hampshire College	Mathematics	1975

APPOINTMENTS

Eduworks	President	2001 – Present
Inst. for Defense Analyses	Consultant	2004 – Present
Saba Software	Dir. of Product Mgmt & Standards Evangelist	2000 – 2001
Oregon State University	Faculty member (& Part-time Administrator)	1984 – 2000
Universität Regensburg	Assistant Professor	1982 – 1984
Michigan State University	Postdoctoral	1981 – 1982

ACTIVITIES

- **Eduworks:** Co-founded Eduworks and served as president and CEO. Grew company from two-person consulting firm to a commercial software company with a strong research and development component. Served as Principle Investigator and lead scientist for NSF and DoD funded research projects in the areas of digital libraries, SCORM, and competency management. Consulted for technology vendors, Fortune 50 companies, university systems, and NGO's in areas including product strategy, market strategy, applications of standards, and learning systems architecture. Established Eduworks as one of the leading innovators in leaning technology and as the recognized go-to company for consulting and projects related to learning technology standards.
- **Institute for Defense Analyses:** Helped develop long term vision for the Advanced Distributed Learning initiative and contributed to the development of SCORM and launch of the international federation for Learning, Education and Training Systems Interoperability (LETSI).
- **Saba Software:** Served on Executive Council and represented Saba in standards bodies. Played key role in designing Saba's commercial content management offering and overall content strategy. Managed relationships with technology vendors whose products were OEM'd for Saba.
- **Standards Bodies:** Chaired the IEEE Learning Technology Standards Committee, served as Vice Chair of the IEEE Computer Society Standards Activity Board, and served on the IEEE Standards Association Standards Board. Contributed to numerous standards for metadata, the SCORM runtime environment, competencies, and digital rights management. Also contributed to the Aviation Industry CBT Committee, ISO/IEC JTC1 SC36, and the CEN/ISSS Workshop on Learning Technology. Member of the interim board of the international federation for Learning, Education and Training Systems Interoperability (LETSI).
- **Oregon State University:** Co-designer of CalculusQuest (Paul Allen virtual education award finalist) and QuestWriter, a course management system. Authored multiple college/graduate level mathematics courses and online learning environments. Led university efforts to implement outcomes-based educational programs. As member of the mathematics faculty published key results in real algebraic geometry and led team that established a world factoring record by implementing the Number Field Sieve factoring algorithm.
- **Presentations & Workshops:** Keynote speaker, invited speaker, organizer and workshop presenter on e-learning, learning technology, interoperability standards and related topics at

universities, academic conferences, executive seminars, training conferences, plugfests and other similar venues. Over 100 presentations given.

- **Publications:** Over 60 journal articles, book chapters, white papers (published by third parties), and magazine columns in the areas of mathematics, e-learning, and standards.

SAMPLE PUBLICATIONS

- Regan, D. & Robson, R. (2008). Aligning Instructional Design and Technical Standards, Interservice/Industry Training, Simulation, and Education Conference (I/ITSEC) 2008
- Robson, R. & McElroy, P. (2008). Transforming to Next Generation Digital Learning Content. Adobe Systems Incorporated
- Robson, R. (2007). Reusability and Reusable Design. Chapter in Second Edition of Trends and Issues in Instructional Design edited by John V. Dempsey and Robert A. Reiser. Merrill / Prentice-Hall, Upper Saddle River, New Jersey
- Robson, R. (2006). Globalization and the Future of Standardization. Computer Magazine. Vol. 39, # 7, p. 82 – 84. (July 2006). IEEE Computer Society.
- Cull, P., Flahive, M., Robson, R. (2005). Difference Equations from Rabbits to Chaos. An Undergraduate Text in Mathematics. Springer Verlag
- Robson, R. (2005). *Putting Course Management Systems behind us*. Chapter in McGee, Jafari, and Carmean, ed., Course Management Systems for Learning: Beyond Accidental Pedagogy, IDEA Group Inc., Hershey, PA.
- Collier, G. and Robson, R. (2004). Digital Rights Management for Research and Education. Macquarie E-learning Centre of Excellence White Paper
- Robson, R. (2004). *Information Products, Learning Objects and Context*, chapter in McGreal, R. ed., Online Education Using Learning Objects, RoutledgeFalmer, Oxford & New York.
- Hanson, P. & Robson, R. (2004). Evaluating course management technology - a pilot case study. Research Bulletin. vol. 2004 (24) Educause Center for Applied Research.
- Robson, R., Norris, D., Lefrere, P., Collier, G., Mason, J. (2003) Share and Share Alike: The E-Knowledge Transformation Comes to Campus. Educause Review, September/October 2003. Online only. <http://www.educause.edu/ir/library/pdf/erm0351.pdf>.
- Norris, M., Mason, J., Robson, R., Lefrere, P., Collier, G. (2003). A Revolution in Knowledge Sharing. Educause Review, September/October 2003, 38 (5), 14 – 26.
- Hanson, P. & Robson, R. (2003). Course Management Technology Evaluation Framework. Educause Center for Applied Research. Research Bulletin. Vol. 2003 (14), July 8, 2003.
- Robson, R. and Collier, G. (2002). eLearning Interoperability Standards. White Paper. Sun Microsystems.
- Robson, R. (2001). Pedagogic Metadata. Interactive Learning Environments, 9(3), 207 - 218, Swets & Zeitlinger, the Netherlands.
- Robson, R. and Shor, M. (2000) A Student-Centered Feedback Control Model of the Educational Process. Frontiers in Education Conference, 2000. FIE 2000. 30th Annual , Volume: 2 , Page(s): S1A/14 -S1A/19 vol.2
- Robson, R. (1999.) WWW-Based Course-Support Systems: The First Generation, International Journal of Educational Telecommunications, Vol. 5, Issue. 4, 1999, pp. 271-282
- Bogley, W., Dorbolo, J., Robson R., & Sechrest, J. (1997). Pedagogic Innovations in Web-based Instruction. Proceedings of the Ninth International Conference on Technology in Collegiate Mathematics. Addison-Wesley, Reading, MA. 421-425
- Bogley, W. A., Dorbolo, J., Robson, R., and Sechrest, J. (1996). New Pedagogies and Tools for Web-based Calculus, Proceedings of the World Conference of the Web Society (1996). 33-39.