

DR. SANDRA NORDERHAUG, MD, MBA, PhD

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CONSULTANT -POST-SECONDARY EDUCATION LICENSURE AND ACCREDITATION

My Background: I have been offering my services as a Private Post-secondary Consultant for over 20 years and have developed a varied client list of new school owners who have used my business services to ease the hassle of paperwork and find a path through the maze of State and Federal regulations that abound in private post-secondary education. In addition to assisting my clients to bring their business plans to fruition within an allotted budget by avoiding costly mistakes in money and time, I also author the applications that are required for approval by both State Approval/Licensing Agencies and Private Career and Regional Accrediting Organizations.

My Experience Highlights

I am an expert in setting up universities in Europe and USA with over 30 years of experience in the higher education field. I have a PhD in curriculum design from Aalborg University in Denmark and I held various leadership roles in higher education. In my last role as Chief Academic Officer and Accreditation Liaison Officer in Austin University and in American Tech and Management University in California, I helped set up both universities from the ground up. I developed all programs with their curricula, secured the BPPE license, enrolled, taught and graduated the first batch of MBA students and applied for the WASC accreditation. I am passionate about education and aspire to support startup universities in achieving their goals within the shortest timeframe possible.

Here are some highlights of what I can offer to your organization:

Licensure and Approvals: I provide consulting services that will guide you or your organization from the beginning to the end of the approval or licensing process. Whether you wish to establish a Vocational Trade School, a Degree Granting Institution or register as a Religiously Exempt Institution, I can take the hassle out of the process.

Accreditation: I provide a comprehensive and flexible array of fully customizable services to support your school throughout the accreditation process from basic education on the standards to oversight and management of the preparation process. I do this by suggesting strategies to improve compliance, preparing for accreditation, quality management and improvement and providing the expertise you need to make quality happen.

Academic and Operational Services: I help my clients to establish their online presence through an interactive website and social media pages. I provide the foundational structure for your post-secondary education organization by writing all the policies, handbooks, curriculums, program learning outcome maps etc. I help you hire the best academic and administrative staff in the market at the best prices while building a strong organizational structure with minimal expenditures. I help you set up your Learning Management System, School Management System and E-learning for your online, hybrid, and on-campus courses. I have also acted as the Chief Academic Officer for many startup universities as part of my consultancy services.

EDUCATION

Doctor of Philosophy (PhD), Curriculum Design | 2015, Aalborg University – Denmark

Master of Business Administration (MBA), Marketing | 2001, Academy of Science Technology and Maritime Transport

Medical Doctor M.D.- (Bachelor of Medicine and Surgery (MBBCh)) | 1998, Cairo University

PROFESSIONAL EXPERIENCE

Expert Education Consultants (www.bppe.consulting) – San Francisco, CA

August 2018 – Present

FOUNDER AND CHIEF EXECUTIVE OFFICER

My firm helps startup post-secondary education institutions establish themselves from start to finish by securing their business and educational licenses, obtaining accreditation, creating policies and procedures compliant with state and accreditation regulations and including (but not limited to) marketing and recruiting students.

I take ownership of every project that I deal with, by focusing on what works best for the client.

Why should you partner with me?

- ➡ I hold an MD, an MBA, and a Ph.D. with a major in curriculum design
- ➡ I have multicultural experience working and living in 5 different countries and managing diverse populations from 23 nationalities, backgrounds, genders, and ethnicities.
- ➡ I have helped over thirty startup enterprises to successfully establish their academic presence all over the USA, Europe, and Asia.
- ➡ As a member of C-suite teams, I helped startups build academic programs, policies, and procedures from the ground up.
- ➡ As I work with my clients, I eliminate the use of vendors and enable the building of all training assets in-house.

Austin University (AU) – San Ramon, CA**November 2018 – December 2019****CHIEF ACADEMIC OFFICER AND ACCREDITATION LIAISON OFFICER**

- Hires and manages college deans and faculty to deliver student learning outcomes of diverse programs that are designed to promote educational access and achievement for all students
- Conducts regular meetings with faculty and with program chairs, which deal both with routine school matters and with the stimulating exchange of ideas on issues of educational/philosophical interest and concern.
- Provides for the academic guidance of students; maintain complete academic records on all students; to oversee the grading and the reporting of standards and methods used by teachers in measuring student achievement.
- Serves as a consultant to teachers in matters of classroom management, teaching methods, and general school procedures.
- Supervises senior staff members responsible for specific instructional functions, setting performance standards and objectives, providing proper training and development opportunities, and evaluating performance.
- Ensures compliance with legal requirements of government regulations and agencies (as BPPE); maintains the educational standards established by the agencies that examine and accredit the school (as ASIC and WASC).

American Tech and Management University (ATMU) – Pleasanton, CA**January 2017 – October 2018****CHIEF ACADEMIC OFFICER AND ACCREDITATION LIAISON OFFICER**

Serves as Chief Academic Officer directing Academic and Student Affairs management including innovations in programs and methods of delivery that meet the requirements of the University's accrediting and licensing agencies. Oversees the systematic and routine assessment of all academic and student affairs services to measure and plan continuous improvement. Responsibilities in this role included:

- Hired and managed college deans and faculty to deliver student learning outcomes of diverse programs that are designed to promote educational access and achievement for all students
- Directed full cycle hiring process for academic staff including comprehensive and integrated retention plans.
- Maintained congruency between the school's board-approved mission statement and all academic activities.
- Observed, supervised, and helped evaluate the faculty in the development and implementation of curriculum; supervised the teaching process, reviewed and evaluated the academic programs
- Oversaw and directed the activities of the program chairs, the sponsors of various student organizations and activities, and faculty committees.
- Ensured compliance with legal requirements of government regulations and agencies (as BPPE); maintained the educational standards established by the agencies that examine and accredit the school (as WASC).
- Built relationships with leading education reformers and maintained knowledge of critical education policy issues and innovations in education.
- Participated in making critical strategic decisions as a senior executive team member.
- Provided support in the selection and development of appropriate benchmark and formative assessments.
- Oversaw the development, implementation, and monitoring of the long-range instructional goals of the university to improve instructional outcomes as measured by WASC standards.

Aalborg University – Denmark**April 2011 – Present****RESEARCH SCHOLAR**

Postdoctoral scholar engaged in mentored research and scholarly training. Provided coaching and development opportunities which inspired further effective team productivity and communication strategies. Exchanges ideas, research, mutual enrichment, and linkages between research and academic institutions in the United States and foreign countries.

- Research interests include Human Centered Communication Informatics, Technology Enhanced Learning, E-learning course design, Cross-Cultural Communication, Distance and Blended Learning, Learning Management Systems, and Ethnographic Research.
- Member of ICT4D engaging in developing countries and regions to build global research collaboration worldwide.
 - Relates work to development agendas in low performing countries including national strategies for digitalization [digitization] of education, as well as global strategies such as UN's Millennium Development Goals.
- Works closely with e-Learning Lab – Center for User Driven Innovation, Learning and E-learning Course Design

- Utilizes user-driven innovation to bring reason into design through a user-innovative design language.

Al Falah University – Dubai, UAE**Fall 2015 – Summer 2016****ASSISTANT PROFESSOR, COLLEGE OF BUSINESS ADMINISTRATION**

Developed an innovative approach to teaching and learning including feedback and assessments of coursework and examinations. Led instruction capable of expanding thought, fostering debate, and encouraging student engagement in critical discourse. Maintained and encourages academic integrity in compliance with college and accreditation agencies.

- Taught courses at the BS and MBA levels including Business Communication, Organizational Development and Change, Introduction to Management, Strategic Management, Business Reporting, Business Ethics, and Organizational Behavior.

American University of Emirates – Dubai, UAE**January 2015 – June 2015****LECTURER, BUSINESS ADMINISTRATION**

Directed and led instruction for business students within BS and MBA levels. Worked closely with students, faculty, and staff from diverse ethnic, cultural, and socioeconomic backgrounds. Demonstrated a commitment to teaching excellence and student success.

- Facilitated continuous academic coaching and collaboration including ongoing relationships from recruitment to graduation.
- Promoted diversity and inclusion in order to achieve strategic goals across all spectrums.

International Business School of Scandinavia (IBSS) – Copenhagen, Denmark**2009 – 2014****INSTRUCTION AND TRAINING DIRECTOR**

Provided instruction and directed lectures of MBA/BA level courses within online and on-ground learning platforms. Supervised the design and production of E-Learning Materials for all courses and evaluated instructor performance and effectiveness of teaching.

- Designed curriculums and programs by using specialized knowledge obtained through advanced education and work experience.
- Managed the integration of established internal training courses with technical and professional courses by external subject matter experts.
- Applied adult learning principles and instructional design practices to create engaging and interactive materials that support course learning objectives. Developed and managed learning management systems (LMS) platforms and eLearning libraries to ensure delivery of course contents.
- Trained newly hired instructors in techniques and skills for social constructivists approach of education in IBSS LMS.
- Compiled, analyzed and reported on course evaluations and created new evaluations when needed
- Developed testing and evaluation policies and procedures to ensure learning objectives were met and exceeded.

Independent Consulting and Professional Training**2009 – 2016****INDEPENDENT TRAINING AND DEVELOPMENT CONSULTANT**

Worked closely with multiple consultancy firms in UAE and ECOMAN, Master, and IFM. Defined and evaluated performance of selected employees and performance of selected employees. Prepared proposals for improving performance.

- Prepared and conducted series of short courses in management, HR, and public relations to various oil and gas companies as well as governmental agencies in the GCC. Provided expert guidance to management teams on process of change, problem solving, and decision making.
- Strategized, researched, managed and evaluated instructional design projects and teams through all phases of development. Supervised management of training content delivery portals, LMS and mobile applications. Analyzed workflows to determine efficacy and opportunities for process improvements. Worked with Subject Matter Experts (SMEs) to identify and capture learning content and used e-learning authoring tools to develop learning content.

Gulf Pharmaceutical Industries**2007 – 2008****BUSINESS UNIT MANAGER, HEADQUARTERS GULF PHARMACEUTICAL INDUSTRIES****Al Hadaf Pharma Group****2006****SALES AND MARKETING CONSULTANT****Schering-Plough****2001 – 2005****PRODUCT MANAGER****Merck Sharp and Dohme****1999 – 2000****MARKETING COORDINATOR**

PUBLICATIONS

Conference Papers

Fahmy, S. S., Bygholm, A., & Jaeger, K. (2012). Issues in Internationalization of education: The case of a Danish Business School exporting a blended learning MBA program to developing countries. In V. Hodgson, C. Jones, M. de Laat, D. McConnell, T. Ryberg, & P. Sloep (Eds.), Proceedings of the Eighth International Conference on Networked Learning 2012 (pp. 276-283)

Fahmy, S.S. (2014). “The Good, the Bad and the Lazy teacher. A grounded theory approach to higher education learning situations in Vietnam”. Proceedings of the Ninth International

Conference on Networked Learning 2014

(<http://www.lancaster.ac.uk/fss/organisations/netlc/past/nlc2014/abstracts/pdf/fahmy.pdf>)

Instructional learning versus action learning: A grounded theory study of Vietnamese students’ perspective in an international educational program. ISSN: 2189-1036 – The IAFOR International Conference on Education 2015: Official Conference Proceedings (<http://iafor.org/the-iafor-international-conference-on-education-2015-official-conference-proceedings/>)

Book Chapters

Fahmy, S. S. Y., Bygholm, A., & Jæger, K. (2013). Exporting a Scandinavian Learning Model to Egypt and Vietnam: Challenges and Implications. Changing education through ICT in developing countries, 83.

Journal Papers

Modern day ‘Kuttab’ - A grounded theory study of higher education learning situations in Egypt and implications for e-learning course design (submitted for publication)

PhD Dissertation

E-learning course design from a cross cultural perspective: A study of the factors affecting Egyptian and Vietnamese students’ acceptance and usage of the e-learning component of a blended learning MBA program designed in northern Europe

AFFILIATIONS

e-Learning Lab – Aalborg University, Denmark <http://www.ell.aau.dk/> – Member since 2011

ICT4D - Aalborg University, Denmark <http://www.ict4d.aau.dk/> – Member since 2012

International Council of Business Schools and Programs (ACBSP Region 8) <http://www.acbsp.org/p/cm/ld/fid=107&rgn=8> – Member since 2012

IAFOR Journal of Education <http://iafor.org/publications/iafor-journals/iafor-journal-of-education/> - Editor since 2015