

Jeff Thomas Cobb



Jeff Cobb is an expert in the global market for lifelong learning, continuing education, and professional development. He helps both organizations and individuals thrive in the emerging learning economy in which we now live and work.

Jeff is founder and managing director of Tagoras (www.tagoras.com), a research and consulting firm that helps organizations maximize the reach, revenue, and impact of their continuing education programs. His most recent book, *Leading the Learning Revolution: The Expert's Guide to Capitalizing on the Exploding Lifelong Education Market* (Amacom 2013), provides practical insights for growing a thriving education business in the context of the global learning economy. His previous book, *Shift Ed* (Corwin 2011), focused on transforming the K-12 education system.

Jeff is also the co-author of three major research reports on learning and technology - *Association Learning + Technology*, *Association Learning Management Systems*, and *Association Virtual Events* - and founder of the popular Mission to Learn blog. A vocal advocate of cradle-to-grave lifelong learning, he speaks frequently on emerging trends in technology, business, and education.

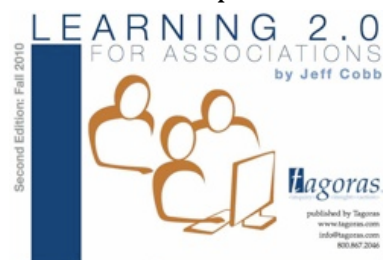
More Background

Jeff has nearly two decades of experience as a teacher, entrepreneur, and advisor in the world of continuing education and technology. After starting his career as a research analyst, he first became involved with computer-assisted approaches to learning in the early 1990s while teaching at the University of North Carolina at Chapel Hill.

In 1997, Jeff joined University Access, a company focused on developing online learning experiences for colleges and universities and ultimately went on to lead the academic division of the company. He became senior vice president of business development when the company merged with IEC, a leading developer of computer-based training for Fortune 500 companies, and re-branded itself as Quisic.

In 2001, Jeff left Quisic to found Isoph with the specific aim of helping nonprofit organizations develop successful online learning initiatives. Serving as Isoph's chief executive officer, he worked directly with a wide range of clients and developed a deep understanding of the business, technical, and instructional issues that impact market-facing learning initiatives.

In 2005, Isoph was acquired by LearnSomething, where Jeff subsequently served as vice president of business development for two and a half years before departing to launch



Tagoras. A list of the clients Jeff has worked with throughout his time with Tagoras, Isoph, and LearnSomething can be found at: <http://www.tagoras.com/identity/who-we-serve/>.

Jeff is an award-winning teacher, a frequent speaker in the world of continuing education and professional development, and author or co-author of multiple books and other publications, including:

- *Leading the Learning Revolution: The Expert's Guide to Capitalizing on the Exploding Market for Lifelong Education* (AMACOM, 2013)
- *10 Ways to Be a Better Learner* (CreateSpace, 2012)
- *Shift Ed: A Call to Action for Transforming K-12 Education* (Corwin, 2011)
- *199 Ways to Enhance Learning* (Contributor, ASAE 2011)
- *Core Competencies for Professional Development* (Contributor, ASAE 2011)
- *Learning 2.0 for Associations* (Tagoras 2010 / 2008)
- *The Decision to Learn* (Contributor, ASAE 2010)

Jeff has served on the Professional Development Council of the American Society of Association Executives (ASAE), the advisory board for *Future Learning*, the advisory board for Philantech, the research committee of the eLearning Guild, and the editorial board of *Innovate*. He is also the chairman of Mi Escuelita, a Spanish immersion pre-school in Chapel Hill, NC.

Jeff earned his M.A. in comparative literature from the University of North Carolina, where he was also an award-winning teacher. He has a B.A. in English from the University of Virginia, where he also studied at the McIntire School of Commerce.

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