

Sam Rich

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DoB 19/12/73

work experience

Development & NGO Work

- 12/04 – present **Behaviour Change and Education consultant** conceptualisation, design and project management of teaching materials for agriculture and livelihoods in East Africa
- Identification of local best practice
 - Building of networks of NGOs, govmt and donors
 - Development of communication strategy with partners for national campaigns
 - Design and production of teaching and learning materials
- Examples: Developing a multimedia campaign for **UgandaWatch**, an SMS hotline for election abuses and corruption, developing a multi-media campaign; Research, project development, training and communication for **Grameen Foundation's** mobile phone applications for development; developing using PRA **teaching materials for extension workers** for a network of government and NGOS on coffee growing, banana diseases, sustainable agriculture, livelihoods and health.
- 03/06 - 06/06 Developing **www.UgandaWitness.org** with local NGOs and journalists to document human rights abuses in the run up to Uganda's 2006 presidential elections.
- 6/04 - 12/04 **Monitoring and evaluation** for World Vision (Gulu) and Straight Talk's 'Farm Talk'.
- 9/03 – 4/04 **UK Film Council** promoting minority access, diversity and equal opportunities in the film industry.
- 1/02 – 4/03 **learndirect**, identification of best practice and design of groundbreaking textbooks for literacy and numeracy for adults.
- 4/01 – 9/01 SPW, **Uganda** teaching agriculture in villages in Masaka district, using PRA with farmers and schools.

Writing & Research

- 9/05 - 01/06 Research and writing as part of team producing **World Bank** framework paper on the use of technology in the textile industry, includes analysis on Uganda and Mauritius.
- 4/03 – 6/03 **Creativity Incubator**, research and writing on innovation in business with Ravensbourne College, Sussex University & Central St Martin's.
- 1/01 – 2/01 **Dot.bomb**: researching the internet boom in Britain for the recently published Dot.bomb: The Rise and Fall of Dotcom Britain.
- 10/96 – 9/98 Freelance journalism includes sub-editing, and writing features for **The Independent**.

Multimedia

- 6/10 – 3/11 **World Association of Newspapers:** developing SMS applications for the Ugandan Observer and analysing the use of New Media in African elections.
- 6/02 – 9/02 **London Transport Museum:** Conceptualisation, development, and design work for a web-based exhibit on the tube map: The Real Underground.
- 2/01 – 4/01 **PacketVideo** producing websites for palmtop devices to demonstrate streaming video on 4G mobile networks, video editing.
- 1/99 – 5/00 **Design Council,** Sharing Innovation Editor, heading a team of 5 in-house staff, and 9 freelance writers. Working with high-profile design agencies. Creation of a digital photographic library, and thousands of articles on design in the UK, website manager.

Other Work

- Archaeology everywhere from Crete to Belize via the Bronx
- Managing an early internet café in London
- Managing a bar in the French Alps
- Teaching English as a foreign language

academic qualifications

Further Education

- 2001 Diploma in Organic Agriculture from St Jude's Institute of Organic Farming, Uganda.
- 1993 - 96 BA **First Class** (Honours) in Archaeology, Institute of Archaeology, University College London, University of London.
- 1982 - 92 Latymer Upper School, King's Street, Hammersmith, London.
- GCSEs: English Language, English Literature, Maths, French, Latin, Ancient Greek, History, Chemistry, & Advanced Maths.
- A-Levels: English B, Politics B, Renaissance History D.

Essential Skills

- Typing 60 wpm
- Languages English (native); French (working); Swahili, Spanish (basic).

Working experience of software includes:

- Office Microsoft Word, Excel, Powerpoint, Access & FilemakerPro
- Design Adobe Photoshop, Illustrator, InDesign & Quark Xpress
- Web Macromedia Dreamweaver, Flash & BBEdit
- Video Adobe Premier, Final Cut Pro, & Media Cleaner

References

Alastair Taylor, Moroto, Technical Advisor, KALIP, 0772 485 206, a.taylor@opm.nulep.org

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