



Ellen Wagner, Principal Analyst for Sage Road Solutions, LLC

Outline

Rules for Engagement

- Living and Learning in the ‘Age of Engage’
- Why Engagement Matters
- Lessons Learned From:
 - Advertising
 - Entertainment
 - Psychology
 - Teaching
- 8 Rules for Engaging Learners

Bio

Ellen Wagner is Principal Analyst for Sage Road Solutions LLC, an independent management consulting firm that works with innovative technology companies, learning organizations and line-of-business enterprises to maximize success in the worldwide learning marketplace. She is responsible for learning industry market trend research aggregation, trend analysis, forecasting and decision support.

Ellen is the former senior director of worldwide eLearning, Adobe Systems, Inc. and was senior director of worldwide education solutions for Macromedia, Inc. Prior to working in software solutions marketing, Ellen was Chief Learning Office and Director of Education for Viviance new education, a Swiss-based eLearning company with offices in 10 North American and European countries. She was Chief Learning Officer and VP of Consulting Services for Informania, Inc. prior to its acquisition by Viviance. Before joining the private sector, Ellen was a tenured professor and chair of the educational technology program at the University of Northern Colorado, and held a number of administrative posts, including Director of the Western Institute for Distance Education and Coordinator of Campus Instructional and Research Technologies, Academic Affairs.

Her Ph.D. in learning psychology comes from the University of Colorado - Boulder. Her M.S. and B.A. degrees were earned at the University of Wisconsin - Madison.