

Martin Lidyard | Curriculum Vitae

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Profile

A seasoned leader in digital learning, curriculum development, and educational innovation, I am driven by a vision to position the JTL Group as the digital partner of choice for the industries we serve. With a bachelors degree in Multimedia & Internet Technology and a PGCE, my career has evolved from teaching in Further and Higher Education to pioneering curriculum and digital strategies that deliver industry-aligned, impactful learning on a global scale.

In 2021, I joined the JTL Group as Group Head of Digital Learning, where I lead both digital strategy across multiple training divisions. A key accomplishment has been the creation of the LEDA® Platform, an innovative, award winning, multi-tenanted LMS supporting a growing community of nearly 19,000 learners across six continents in 56 countries. Leveraging my curriculum and technological expertise, I collaborated with a Moodle Premium Partner and have been responsible for branding and customising a Moodle Workplace environment, delivering tailored learning portals that address diverse client needs and supported us in establishing a new commercial revenue streams.

Fifteen months into our strategic period, our team's dedication was recognised with the Electrical Industries Training Resource Provider of the Year award for work associated with LEDA®. My mission remains to guide JTL's digital transformation and advance its reputation as a leader in tech-enabled, curriculum-driven learning solutions for the industries we serve.

Experience

Head of Digital Learning – JTL Group

May 2021 – Current

I joined JTL as their group Head of Digital Learning in May 2021 to lead digital strategy across the group. The fundamental responsibilities and activity associated with my role are: –

- Defining and implementing digital transformation strategy in line with the corporate business plan working towards key objectives.
- Working closely with the organisation's senior leadership team including the exec team to ensure that digital output is aligned to organisational objectives.
- Managing and developing the Digital Learning department via coaching, tailored and bespoke CPD.
- Providing a group shared service to support all arms of the group.
- Supporting Quality of teaching, learning and assessment with digital interventions.
- Utilisation of digital platforms to drive standardisation and consistency in curriculum design and delivery.
- Implementing a unified approach to digital learning using advanced Learning Management System solutions (Moodle Workplace), including an e-Commerce function to support commercial growth and branded mobile application.
- Identified and established new organisational revenue streams via end-to-end digital learning solutions including the negotiation of e-Learning reseller agreements.
- Developing a new brand and working with legal services to register this as a UK trademark.
- Managing departmental budgets and forecasting throughout the financial year.

- Leading the approach to production of digital learning content and monitoring progress against KPIs of delivery by the Digital Product Manager.
- Established quality assurance measures and processes to ensure that the highest quality digital content is deployed to support our learners.
- Working with external partners to procure services and content, developing credible and lasting partnerships.
- Working with curriculum managers to ensure that digital development is aligned with key curriculum priorities.
- Leading on broader curriculum initiatives such as Professional Development and information advice and guidance interventions through digital channels.
- Working closely with other key stakeholders such as the managing directors of commercial arms of the group to ensure that their digital learning priorities are met.
- Innovating to meet needs associated with business change. E.g., development of an app that takes print publication to digital solution.
- Managing the technical development of 3 corporate public facing websites, supporting other functions such as MarComms and IT.
- Providing guidance and updates to colleagues across the group with conference speeches and training sessions at teacher focused events.
- Supporting events such as teaching inset days.
- Influencing higher level decision making with business cases for larger investment.
- Identifying new revenue streams through digital technology to support business growth and transformation.
- Establishing an organisational approach to utilisation of AI in an education setting.
- Key stakeholder training support.
- Utilising generative AI for the development of digital learning products.
- Ensuring that staff maintain CPD to remain current with fast paced industry changes and providing niche training sessions to support their development. E.g. Understanding Agile methodologies for managing the production of digital learning content.
- Ensuring that there are synchronous and asynchronous approaches to online learning fostering a community of engagement and collaborative learning.
- Inspiring the content team to think differently about approaches to digital learning and leading the implementation of new or complex digital ideas. E.g., 360-degree camera technology to facilitate tutor demonstration of electrical engineering techniques. This is currently being followed up with ways that such footage can be used to provide immersive experiences with VR. An alternative example may be digital scenario led learning that enables learner led decision making, ultimately resulting in experiential learning in an online format.
- Manage internal and external relationships with key departments and vendors.
- Provide monthly digital updates to senior leaders and execs and provide automated digital reporting mechanisms for key stakeholders.
- Embeds a range of teaching and instructional design theories and methodologies within the team.
- Maintains competence in using a range of software relevant to digital learning including the Adobe suite and a range of authoring tools.
- Supporting wider industry peers by leading the Digital Technologies Community of Practice for GTA England members.

<p>Head of Curriculum, Innovation & Technology – Estio Training</p> <p>Was responsible for the strategic development of new and existing digital apprenticeship curriculum. Oversaw the continual improvement cycle in delivery innovation and technological education approaches. Oversaw curriculum development for 13 digital apprenticeship standards and led the approach to online learning within the organisation via learning management systems.</p>	<p>Jun 2018 to May 2021</p>
<p>Senior Technical Trainer – Knowledgepool</p> <p>Providing outstanding levels of training and service in the effective delivery of IT and digital apprenticeships to a range of organisations including the MOD, DEFRA, MOJ, Home Office and BAE Systems.</p>	<p>Jan 2017 to Jun 2018</p>
<p>Curriculum Manager – UKFast now ANS</p> <p>This role involved training apprentices placed in roles in the UK's largest privately-owned hosting company. This was predominantly delivery and leading the curriculum surrounding IT frameworks and Software Developer trailblazer.</p>	<p>Feb 2016 to Jan 2017</p>
<p>Curriculum Manager – Bright Future Software</p> <p>Whilst refining my technical knowledge by teaching in this role it was my first career opportunity to step up to the position of a curriculum manager. The focus was completely on a bespoke Software Development apprenticeship offer.</p>	<p>Jul 2014 to Feb 2016</p>
<p>Creative Media PTL & ILT Coordinator – The Manchester College</p> <p>My career in education began at The Manchester College. I was provided with the opportunity to work as a Creative Media further education teacher whilst completing an in service PGCE via The University of Huddersfield.</p>	<p>Apr 2008 to Jul 2014</p>
<p>SharePoint Designer – Alternative Plc</p> <p>The first role I gained upon graduating was with a large B2B communications supplier that was previously known as Alternative Networks. This is now part of the Daisy group. The primary focus of my role was to develop a SharePoint technical training environment.</p>	<p>Jul 2007 to Apr 2008</p>

Systems Trainer – Virgin Media

Jul 2005 to Jul 2007

During my latter years at university, I managed to gain part time work in a customer service role. At a time where a large merger was taking place in the business, I completed a gap year, that provided significant experience operating as a specialist systems trainer.

Officer Cadet – MSUOTC

Sept 2002 to Jul 2005

When I started university, I applied to be a member of the Reserve Army in a specialist unit designed to train potential future military officers. I made their selection from a pool of over 600 university student applicants. The primary focus of the work centered around military and leadership training.

Education

Post Graduate Certificate in Education University of Huddersfield	2008 to 2010
Multimedia & internet Technology University of Salford	2002 to 2007
4 A-Levels in ICT, Business Studies, History and General Studies	2002
1 AS-Level in Art	2001
10 GCSE's A-C Including Maths, English and Science	2000
Microsoft MTA Database Fundamentals	2021
Microsoft MTA Security Fundamentals	2021
Microsoft MTA Networking Fundamentals	2021
Microsoft MTA Windows Operating System Fundamentals	2021
Microsoft MTA Mobile and Device Fundamentals	2021
Microsoft MTA Introduction to Programming Using HTML and CSS	2021
British Computer Society Systems Development Essentials	2020
IBM Developer Skills Network – Cloud Core	2021
IBM Cyber Security Fundamentals	2021
IBM Explorations into Mindfulness	2021
IBM Working in a Digital World Professional Skills	2021
CISCO Cyber Security Essentials	2021
A Range of Microsoft Education Centre Certified Courses	2021
IBM Artificial Intelligence Fundamentals	2024
IBM Exploring Emerging Tech	2024
IBM Fundamentals of Sustainability and Technology	2024
IBM Project Management Fundamentals	2024
IBM Agile Explorer	2024

Voluntary Work

Detachment Commander – Greater Manchester Army Cadet Force (GMACF)

Whilst volunteering at GMACF I spent considerable time training and supporting youths between the ages of 13 and 18. Initially I supported two detachments in the county before taking the post commanding one of the largest detachments in Greater Manchester. This involved managing 5 members of staff to facilitate the delivery of the APC syllabus to 50 cadets, manage budgets and lead them on camps sometimes lasting up to two weeks. This voluntary work provided outstanding CPD opportunities including a leadership programme by a key Royal Military Academy director.

Skills

Professional Skills

- Leadership & Management
- Curriculum Design & Development
- Digital Learning Strategy
- Apprenticeship Provision
- Teaching & Training
- Project Management
- Public Speaking
- Solutions Architecture
- Relationship Building
- Influencing others
- Decision Making

Technical Skills

- Digital Learning design and implementation
- Creative Design
- Moodle
- Content Management Systems including WordPress
- App Design
- Web Design & Development
- Adobe CC
- Systems Development
- e-Commerce

Soft / People Skills

- Communication
- Problem Solving
- Creative Thinking
- Decision Making
- Emotional Intelligence
- Empathy
- Critical Thinking
- Collaboration
- Delegation
- Listening
- Confidence

Interests

- Hiking
- Football
- Photography
- Arts & Crafts
- Travel
- Wild Camping

References

Available on request.