

Name: UHLMANN Miriam



Personal data: Born February, 29, 1972, Zurich
Nationality: Swiss
Address: Zürichstrasse 106C
CH – 8123 Ebmatingen
Telephone: M: 079 / 441'94'77
E-Mail: miriam.uhlmann@aofoundation.org

Executive summary

- Expertise in the areas of education including leadership and administration, marketing communication, marketing information strategies, educational technology, curriculum and instructional design, measurement and evaluation, faculty development, mobile/social learning, online learning and business operations.
- Proved ability to work successful with medical doctors from all over the globe and from different specialty societies.
- Successful facilitator and educator with experience in designing and delivering faculty development, educational leadership, and teaching workshops online and face-to-face in different languages and for learners with different cultural backgrounds.
- More than 15 years of experience in the health care environment (industry and education).

Education summary

Postgraduate education: University of Calgary/Ambrosiana University (2011 – 2017)
Academic title: PhD graduation in Medical Education

Postgraduate education: SAWI Marketing-Information-Manager (2000 – 2001)
Title: Marketing-Information-Manager

Graduate education: University of Zürich (1992 – 1997)
Academic title: Master of Science UZH

Professional activities summary

November 2015 – today **Manager Faculty Development**
Company: AO Foundation—AO Education Institute
June 2009 – October 2015 **Senior Project Manager Faculty Development**
Company: AO Foundation—AO Education Institute
March 2007 – June 2009 **Project Manager Faculty Development**
Company: AO Foundation—AO Education
January 2004 – February 2007 **Project Manager Publishing**
Company: AO Foundation—AO Publishing
August 2001 – December 2003 **Head of Marketing Communication, Manager Market Research & Manager Product PR**
Company: Mathys Medical Ltd.

- September 2000 – July 2001 **Manager Market Research & Manager Product PR**
Company: Mathys Medical Ltd.
- November 1999 – August 2000 **Development Manager – Market & Customer-Research**
Company: Bluewin AG
- May 1998 – October 1999 **Project Manager – Product management “Summer vacation”**
Company: Schweiz Tourismus
- April 1996 – April 1998 **Market Research Manager**
Company: Schweiz Tourismus

Language skills: German (mother tongue), English (excellent command of written and spoken), French (basic knowledge)

IT: PC and Apple Macintosh; Office products, Management-Information-Systems, Datawarehouse, online learning management systems (LMS), e.g., desire2learn and Moodle.

Education

University education

- 2011 – 2017 Graduation of PhD in Medical Education
Ambrosiana University (Italy)
Dissertation: Barriers to effective engagement in faculty development online activities: a global approach
- 1992 – 1997 Master of Science (MSc)
University of Zurich (Switzerland)

Further education

- 2000 – today Basics of adult education (internal trainings with Prof Bob Fox and personal mentoring)
eModerator
Marketing basics
Marketing in the tourism industry
Key account- and key media management
Time management and social competence
English
- 2000 – 2001 Marketing-Information-Manager with SAWI Diplom: Chief Information Officer (CIO)

Professional activities

Manager Faculty Development

Duration: November 2015 – today

Company: AO Foundation—AO Education Institute

Main responsibilities:

- 1) Development, planning, and evaluation of faculty development programs on different levels:
 - Facilitate the needs analysis process together with physicians and educators to identify the practice gaps and competencies to be addressed.
 - Select instructional designs and sets up project plans and budget proposals for faculty activities or entire faculty development programs.
- 2) Develop Faculty Development activities and content consistent with the expressed needs of the target audience:
 - Set up curricula and course syllabi selecting the appropriate teaching methods in collaboration with subject matter experts.
 - Develop teaching material with the appropriate internal and external production specialists.
 - Liaises with assigned clinical divisions education committees and assures compliance and program evaluation.
- 3) Act as faculty/educator and facilitator at face-to-face and online events/activities
 - Moderation of online educational activities
 - Facilitation and moderation of face-to-face events.
- 4) Manage staff (3 persons) and students

(Senior) Project Manager Faculty Development

Duration: March 2007 – October 2015

Company: AO Foundation—AO Education

Responsibility to coordinate, manage, and take care of the tasks described according to AO's standard of quality, in line with department's and specialties' guidelines, according to given timelines, and in coordination with other parties/partners involved.

- Plan, organize, and implement Tips for Trainers (T4T) Courses (in coordination with specialties and regional groups)
- Build, organize, supervise, and implement blended learning T4T programs (in cooperation with specialties and their education committees)
- Coordinate and execute consistent faculty evaluation programs
- Create and apply faculty databases and tracking systems (in coordination with Membership Management Systems)
- Develop, coordinate, create, and distribute faculty newsletter (FacultyFlash)
- Liaise with AO specialties, partners, outsourcing office (MeduServ India), etc

Project Manager Medical Publications

Duration: January 2004 – February 2007

Company: AO Foundation—AO Publishing

Responsible for the management of the publication process of defined printed and digital educational material:

- Handle independently and coordinate the complete editing/revision process
- Develop the publications' concepts in coordination with program developers or Head of Publishing and Faculty Support Media, until the handing over of the data to the printer or online publisher
- Coordinate between editors, authors, illustrators, reviewers, proofreaders, and typesetters
- Be responsible for meeting deadlines, quality standards and budgets
- Develop project plans and time schedules in cooperation with editors, authors and freelancers, and support and control the editorial workflow of manuscripts, images, illustrations, animations and video (according to the current guidelines)
- Collate, condense and send the review comments to original authors, and ensure deadlines are met for receipt of revised manuscripts
- Coordinate the use of internal and external resources with the other project coordinators of Publishing and Faculty Support Media

Head of Marketing Communication, Manager Market Research & Manager Product PR

Duration: August 2001 – December 2003

Company: Mathys Medical Ltd.

Main responsibilities:

- Managerial responsibilities: team of 3 graphic designers, 2 logisticians for promotional materials, junior manager market research and product PR
- Development and implementation of a global market information system
- Development and implementation of a state-of-the-art marketing communication strategy
- Development, planning, and implementation of a professional market observation systems focusing on competition, products and emerging markets
- Control and implementation of international CI/CD requirements
- Ensuring timely publication of promotional materials (print and digital) guaranteeing appropriate quality (QM standards)
- Participation at international marketing- and sales meetings
- Participation at annual, international General Managers Meetings
- Regular customer visits in Europe and Asia
- Budget responsibilities as per annual budget
- Special projects: interactive-teaching tools, image database, catalogue database, product PR, image campaign

Manager Market Research & Manager Product PR

Duration: September 2000 – July 2001

Company: Mathys Medical Ltd.

Main responsibilities:

- Formation of a market research department for the head quarter and the 18 subsidiaries
- Development of a network to gain and distribute market information
- Implementation of a global Market-Information-System (based on the existing Management-Information-System)
- Condensation and interpretation of information for strategic planning.
- Coordination of product PR.

Development Manager – Market & Customer-Research

Duration: November 1999 – August 2000

Company: Bluewin AG

Main responsibilities:

- Formation and development of the market research department
- Coordination of external procurement information
- Regular analysis and interpretation of customer data (data mining)
- Preparation of reports and presentation of results for the strategic business development and partner screening processes
- Communicate important results on a regular basis to the entire organization, especially to senior management

Project Manager – Product Management "Summer Vacation"

Duration: May 1998 – October 1999

Company: Switzerland Tourism

Main responsibilities:

- Development and coordination of integrated, bundled marketing concepts for the product Summer
- Product development, planning, implementation and pricing including production and distribution of promotional materials
- Effective use of market research data
- Media work for the assigned products
- Control of success based on official statistical data from the Bundesamt für Statistik

Market Research

Duration: April 1996 – April 1998

Company: Switzerland Tourism

Main responsibilities:

- The collection, processing and distributing of data (on markets from internal and external partners)
- Development and building of a global market research database for the internal use.
- Preparation of statistics and survey results for market reports (including tracking)
- Creation of complex foundations for strategic business planning
- Development of indicators for an early detection system
- Marketing analysis- and performance control
- Processing of special topics such as the management of the project "The impact of the Euro on Swiss Tourism"

Publications/Conference presentations

Publications

Teaching Anatomy: A Practical Guide edited by Lap Ki Chan, Wojciech Pawlina, Springer, Jan 14, 2015

Internal Fixators: Concepts and Cases Using LCP and LISS edited by Michael Wagner, Robert Frigg, Thieme 2006

Elastic Stable Intramedullary Nailing (ESIN) in Children edited by Hans-Georg Dietz, Peter Schmittenbecher, Teddy Slongo, Thieme 2006

Conference presentations and workshops

Conference workshop: Global vs local: the strength of education developed with culturally diverse teams. Dr. Samar Mohamed Hassona A. Aboulsoud, Qatar Council For Health Practitioners, Doha, Qatar; Chitra Subramaniam, PhD, AO Foundation - AO North America, Paoli, USA ; Miriam Uhlmann, PhD, AO Foundation - AO Education Institute, Duebendorf, Switzerland. Association for Medical Education in Europe (AMEE) Conference in Helsinki, Finland, August 26–30, 2017.

Barriers and factors influencing engagement in global faculty development online activities. Miriam Uhlmann, PhD. 4th International Conference on Faculty Development in the Health Professions, Helsinki, Finland, August 25–27, 2017.

Professional Development as a Catalyst for Organizational Change: An International Leadership Continuing Education Program. Miriam Uhlmann, MSc, Chitra Subramaniam PhD. 42nd Annual Conference of the Alliance for Continuing Education in the Health Professions in San Francisco, USA, January 26–29, 2017.

Conference workshop: An International Approach: Developing Educational Skills of Faculty, Course Chairs and Clinical Education Leaders to Enhance Orthopedic Care for Patients. Chitra Subramaniam, PhD, Miriam Uhlmann, MSc, PhD candidate. World Congress on Continuing Professional Development: Advancing Learning and Care in the Health Professions in San Diego, USA, March 17–19, 2016.

The Importance of Faculty Development for the Regional Implementation of A Global Competency-Based Curriculum for Spine Surgeons. Miriam Uhlmann. 12th APMEC & 3rd International Conference on Faculty Development in the Health Professions, Singapore February 4–8, 2015. Best Oral Presentation Finalist.

Professional Education for Professional Educators: Contributors to Improved Outcomes. Joseph S. Green, Elizabeth G. Yarboro, Chitra Subramaniam, Miriam Uhlmann. 40th Annual Conference of the Alliance for Continuing Education in the Health Professions in Grapevine, USA, January 13–17, 2015.

The importance of faculty development for the global implementation of a new competency-based curriculum targeted at orthopedic residents. Nathalie Rutz, Miriam Uhlmann, Kathrin Lüssi. Association for Medical Education in Europe (AMEE) Conference in Milan, Italy, September 1–3, 2014.

The AOSpine Curriculum: Global framework, regional implementation. Germán Ochoa, Bryan Ashman, Tatjana Topalovic, Mike Cunningham, Miriam Uhlmann. Global Alliance for Medical Education (GAME) Online Conference, June 25, 2014.

Barriers to effective engagement in online learning activities: a phenomenological approach. R Clinton Miner, Miriam Uhlmann. 2nd International Conference on Faculty Development in the Health Professions in Prague, Czech Republic, August 23–25, 2013.

Development, implementation, and evaluation of a competency-based global faculty education program. Miriam Uhlmann. 2nd International Conference on Faculty Development in the Health Professions in Prague, Czech Republic, August 23–25, 2013.

Implementation of a competency-based global faculty education program. Lap Ki Chan, Miriam Uhlmann, Wilson Li. 10th APMEC in Singapore, January 19–20, 2013. Best Oral Presentation Finalist.

Member Section Meeting—Medical Specialty Societies— Junior Faculty Member's Guide to Success. Joseph S Green (moderator), Janice Sibley/Marcia Jackson (American College of Cardiology Foundation), Chitra Subramaniam/Katherine Grichnik (Duke Center for Educational Excellence), Miriam Uhlmann (AO Education Institute), 38th Annual Conference of the Alliance for Continuing Education in the Health Professions in San Francisco, USA, January 30–February 2, 2013.

Implementation of a Competency-based Global Faculty Education Program. Miriam Uhlmann, Clinton Miner. Alliance Annual Conference in Orlando, USA, January 21–24, 2012.

Faculty Development Programs and Innovations. Clinton Miner, Miriam Uhlmann, Michael Baumgaertner. 1st International Conference on Faculty Development in the Health Professions in Toronto, Canada, May 10–13, 2011.

Posters

Evaluation Process and Continuous Improvement of the Faculty Education Program at AO Foundation. Julia Bystrzinski, Miriam Uhlmann. Association for Medical Education in Europe (AMEE) Conference in Barcelona, August 27–31, 2016.

Faculty Education Program (FEP): Overcoming Barriers to Engagement in Online Activities. Chitra Subramaniam, Miriam Uhlmann. 12th APMEC & 3rd International Conference on Faculty Development in the Health Professions, Singapore February 4–8, 2015.

Why Surgeons Volunteer in Medical Education—Retention and Reinforcement of Faculty Motivation. Koji Kojima, Nathalie Rutz, Urs Rüetschi, Miriam Uhlmann. 12th APMEC & 3rd International Conference on Faculty Development in the Health Professions, Singapore February 4–8, 2015.