



Evelyn Salisbury-Stegmann
Director: Product Development

Evelyn is VeryCoolIdea's highly motivated director of product development, possessing excellent analytical skills and problem solving ability. Evelyn has proved her competence in numerous fields over the years, including a 3 year degree in Education, Training and Development at RAU and positions herself as an instructional systems designer and a programme evaluator. Evelyn's work has been published by Fleet Street publishers, including her contribution to the internationally published book "A Basic Guide to Human Resource Management".

As a seasoned education, training and development practitioner, Evelyn has over 24 years of experience in the field. After matriculating, Evelyn's zest for life and passion for adventure led her to join the South African Navy. Her military background provides her with a strong foundation in leadership, teamwork, self-discipline and structure that continues to be a strong contributor to her many successes. It was not long before Evelyn progressed through the ranks in the Navy, starting as a junior and culminating in a supervisory role within communications. In 1992, Evelyn was appointed as the Navy's network administrator, a key role which included monitoring and maintaining the network as well as evaluating various computer programmes. This responsibility provided Evelyn with the opportunity to discover her passion for training and most importantly, her talent for researching and developing material for various training subjects – the launch pad of her career.

In 1995, Evelyn joined the College of Education and Technology as a presenter/trainer in the 'Train the trainer programme'. During her tenure, Evelyn also developed material for the College's various computer programmes. By 1997, Evelyn had become a fully fledged facilitator and developer for all ETD subjects and swiftly grew into a consulting position for various entities in a variety of industries operating within the skills development and training arena.

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Skills development, learning and assessment.

The Power of Potential.

“To be able to develop something from nothing is a passion of mine – its not work – it’s a hobby.” Evelyn Salisbury-Stegmann

Considered as an expert in her field by her colleagues and peers, Evelyn became the director of Product Development at VeryCoolIdeas in October 2008. Her key responsibilities at VeryCoolIdeas include: growing stakeholder value through quality assurance, updating and maintaining existing products, developing and sourcing new products and finally, developing the various accreditation models for skills development facilitation.

As mentioned earlier, one of her many career highlights includes contributing to the chapter titled “Design, develop and evaluate outcomes based learning programmes” in the book “A Basic Guide to Human Resource management” published by Fleet Street publishers.

Evelyn holds a BEd degree in Education, Training and Development from the Rand Afrikaans University (RAU). She has also successfully completed numerous courses relating to education, training and development including Education Technology Part I and II from the College of Education and Technology in Pretoria.

As a highly motivated, creative and passionate individual, with a strong character and a ‘work hard, play hard’ attitude, Evelyn is innovative and constantly enhances value through quality delivery.

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