



Sonjara, Inc.

Digital Strategies for the Greater Good

Siobhan E. W. Green

Profile

Siobhan has 20 years of experience managing and developing ICT4 Development programs in social benefit, working with non-profits, for-profits, USAID, World Health Organization, UNAIDS, World Bank, UNESCO, and various foundations. She holds a BS in Foreign Service from Georgetown University, and a Masters in Anthropology of Development from University of London, School of Oriental and African Studies (SOAS), where she received a distinction on her Master's thesis on Policy Perspectives on the Use of the Internet in Africa. She has special expertise in data for development, and how to use data to improve performance and local capacity.

Education

BSc. Foreign Service, Major of Humanities in International Affairs, **Georgetown University**, School of Foreign Service. Washington, DC. August 1988 – May 1992

M.A., Social Anthropology of International Development, **University of London**, School of Oriental and African Studies. London, UK. September 1996 – September 1997

Selected Experience

CEO and Lead Technology Specialist: Sonjara, Inc. Falls Church, VA. January 2005 - Present

Data Management Specialist for Accelerate (USAID/Global Health through Manoff Group) As part of the Sonjara subcontract to Manoff Group, Siobhan leads the data analysis portion, partnering with Sonjara's developers and data scientists and other subject matter experts in M&E. In the first 6 months, the team has focused on pulling data from different sources for Missions, such as DHIS2 for DR Congo, Foreignassistance.gov, and DHS data to provide performance insights for Mission staff via dashboards.

Management Development Data Effectively (USAID/M through QED) Siobhan participated in this five week stakeholder consultation and research project as an Open Data expert, providing insight to create recommendations for privacy and security, and a data management plan template to help USAID comply with its Development Data mandate (ADS 579).

ICT Evaluator, HC3 Mid Term Evaluation (USAID/Global Health through GHPro). As part of a three person team for the mid-term evaluation, Siobhan lead the section on HC3's digital tools, including SpringBoard, HC3s global peer based collaboration platform. Siobhan also looked at data usage and digital capacity of targeted beneficiaries as part of the evaluation questions.

International Aid Transparency Initiative Three Country Assessment (USAID/PPL through QED). As part of the US Government's commitment to donor transparency, USAID sent a team of four to Zambia, Ghana, and Bangladesh to analyze local usage of foreign assistance data through the Foreign Assistance Website. The team looked at the local demand, need, and the capacity to use the data for improvements in foreign assistance activities. Siobhan provided expertise on the types of data being presented, user interface and local access issues (including access via mobile technology), and partnerships with local ICT firms to use the data for local adaptation and utilization.

Wildlife Crime Tech Challenge (USAID/E3/FAB through Integra). Sonjara built the online portal platform for the WCT challenge. Siobhan oversaw the workflow management for the design of the concept note and prize application process, the management process for prize managers and designed the Open Data Plan for the project to be compliant with the new ADS 579 directive. Overseeing a team of developers in the US and in Ghana, Siobhan also worked on local capacity building of staff overseas to build and maintain these types of systems.

SIOBHAN E. W. GREEN CV

USAID Water Point (USAID/E3/Water through ME&A). Sonjara developed the online platform for providing best practices in programming water funds, based on the newly released USAID Water Policy. As part of the development of this platform, Sonjara lead focus groups interviewing Mission staff on their key information needs, online habits and access issues, and information on connectivity and utilization of other online platforms. These interviews lead to redirection of the platforms focus areas and prioritization of content such as vetted RFPs and Scopes of Work, common indicators across the Water Portfolio, and integrating in Open Data from the World Bank and othersources.

Global Health Evaluation of K4Health Project (USAID/Global Health through dTS) USAID commissioned an evaluation on the Knowledge for Health (K4Health) Project, funded by the U.S. Agency for International Development (USAID) Office of Population and Reproductive Health, within its Bureau for Global Health. Siobhan Green was the Evaluation Lead, and looked at the current Knowledge Management (KM) landscape in global health, the experiences, good practices, and lessons learned by individuals/organizations employing social media and networking practices to reach audiences in developing countries; K4Health's role as a KM leader; Recommendations for future growth to allow K4Health to lead the rapidly evolving field of KM; and K4Health's intangible assets related to the social media and KM fields.

USAID, Office of Women in Development (GenDev) (via AT&T Web Services) The project, started in 2006 by Siobhan, maintains the WID public and intranet sites and developing 508 compliant PDF documents for posting on the websites. Siobhan wrote and revised the web presence strategy and developed the overall directional management for the team. She also wrote and presented on Gender and ICT for the GenDev team.

ICT in Education Toolkit (InfoDev/World Bank, UNESCO, Academy for Educational Development, Knowledge Enterprise, LLC.) Siobhan developed two releases of the ICT in Education Toolkit, an interactive Education Program integration tool, using XML, PHP, and MYSQL. The Toolkit helps users walk through the program development process for integrating ICTs into Education systems. In the most recent release, identified usability and workflow management improvements, functionality requirements, and developed user's guide and administration reference materials arefound.

Academy for Educational Development. –DIS for USAID/ANE Bureau. Washington, DC. June 2005 – October 2005

USAID/ANE Tsunami Database: Siobhan worked closely with USAID technical staff in Washington and the field and developed an MS SQL Server/PHP database/web data entry system for tracking core indicators for USAID Tsunami activities.

USAID/ANE BMENA Literacy Hub: As part of a multi-disciplinary team, Siobhan was core developer for MYSQL /PHP database/web data entry system for cataloging key literacy initiatives in the Broader Middle East and North Africa (BMENA) region.

Consultant, Internews Network, Inc. Washington, DC. April 2004 – March 2005

ICT Policy One Page Fact Sheets: Through the USAID-funded dot-GOV project, Siobhan worked with Internews ICT policy experts and reviewed policy papers to produce ten one or two page fact sheets about key elements of ICT policy, including: spectrum management, ICT licensing, interconnection, women and ICT policy, ICT and media. The target audiences for these fact sheets are USAID staff and partner government officials unfamiliar with ICT policy.

Women in Development Report: Siobhan worked with Internews staff to produce dot-GOV's contribution to several issues of the DOT-COM Women in Development report, a semiannual review of the gender strategies for all DOT-COM programs, for delivery to USAID's office of Women in Development.

ICT Day of Learning: Siobhan designed and facilitated a half day learning session for Senior Internews staff on the role of ICTs in media and social development. Post meeting, she helped team develop guidelines on how to integrate the promotion of ICTs into the strategic direction of Internews.



SIOBHAN E. W. GREEN CV

Information & Dissemination Coordinator, USAID DOT-COM Alliance: AED, Washington, DC. June 2002 – April 2004

DOT-COM Strategic Planning: Siobhan organized and facilitated DOT-COM's Strategic Planning. DOT-COM was made up of three projects (dot-GOV, dot-ORG, dot-EDU) implemented by three different NGOs (AED, EDC, Internews), with substantial involvement from USAID/EGAT/EIT/IT.

Information Collection and Coordination: Siobhan oversaw the design and development of several data collection processes and tools on DOT-COM activities and impacts, including the DOT-COM Partner database, activity database, WID reports, results from DOT-COM retreats and Technical Advisory Group meetings.

Outreach and Communications: Siobhan developed and built the DOT-COM website (<http://www.dot-com-alliance.org>) and data maintenance processes. She organized (in partnership with InterAction) the DOT-COM ICT for Development Speaker Series and associated online discussion following the event.

Producer, Digital Team: Integrated Creative Experiences Inc. (ICE), New York City, NY September 2000 - November 2001

**Program Manager, Africa Region: Helen Keller International (HKI), New York City, NY, March
1999 - August 2000**

Project Officer: UK NGO AIDS Consortium, London, UK, January 1998 - December 1998

**Program Associate, USAID Institutional Partnerships Project (IPP): International Research &
Exchanges Board (IREX), Washington, DC December 1994 - July 1996**

**Internship, Regional Office for Education in Africa: UNESCO, Dakar, Senegal, West Africa,
October 1993 - June 1994**

**Administrative Assistant, International Division: International Management & Development
Group (IM&D), Alexandria, VA, September 1992 - September 1993**

AWARDS:

Women in Technology, Leadership Awards: Global Impact, March 2010

OTHER QUALIFICATIONS:

Familiarity and Expertise in USAID: I am familiar with USAID funding, project management and IT requirements, including 22 CFR 226, OMB regulations, 508 Compliance, Open Data (ADS 579), Privacy regulations, FISMA and FEDRAMP, and USAID web and branding requirements. I am also familiar with USAID systems and networks.

Languages: English (native), French (strong), Spanish (basic)

WORK STATUS:

U.S. CITIZEN

