From Educational Publisher
To Learning Design Company

Publishers Forum, May 6 2014
ThiemeMeulenhoff: CEO
Pearson: President Higher Education Europe
Pearson: President Benelux
Infinitas Learning: VP marketing & Sales Noordhoff Publishers
About ThiemeMeulenhoff
The speed of change

The world is changing at an ever increasing speed, forcing existing systems and structures to reconsider their future role and position.
“For those in the business of education, there can be little doubt that this is perhaps the most exciting time [...] for we stand at a tipping point;

on the edge of an era when the convergence of the desire to learn, with the transformational power of technology, looks set to deliver more education to more people in more media than has ever been possible before.”

Mark Anderson
President Global Strategy and Business Development
Global trends & developments

Hyper connected

New Entrants

Open Educational resources

Focus on Learning outcomes

New mobile technologies

More skills less knowledge
Education doesn’t need to be reformed—it needs to be transformed. The key is not to standardize education, but to personalize it, to build achievement on discovering the individual talents of each child, to put students in an environment where they want to learn and where they can naturally discover their true passions.

--Ken Robinson
If the world becomes more transparent every day...

New, often very big, entrants enter our market...

The value of content diminishes over time...

Our value is to be confirmed over and over again...

And learning takes place anytime, anywhere...

“What is - in such a world - the role of ThiemeMeulenhoff...??”
End of a life cycle...
A new strategy

New products & services

New target groups

New channels

New markets
Changing business models

Past

Educational Content
Textbooks, Courses

Going forward

Educational Content
Smart Learning Objects

Learning Design
New learning methodologies and concepts

Learning Technologies
Platforms & Digital Distribution
A new Positioning

ThiemeMeulenhoff
The Learning Design Company
Social based learning: Schooltas

- Award winning
- E-reading & social learning
- Tablet and Web
- Easy onboarding
- International partners
Adaptive Learning: Got it?!

- Award winning
- Adaptive learning
- Grammar, Maths
- Over 200,000 users in NL
- International partners
Personalized Learning: Pulseon
Thank you!

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www.linkedin.com/in/ericrazenberg

Follow me on Twitter: @EricRazenberg
(I’d be happy to follow you back!)