

## Moira de Roche, IITPSA Director & Honorary Treasurer, IP3 Marketing Director, Independent Consultant



Moira is currently an independent consultant. She held the position of General Manager at Laragh Skills, a SkillSoft distributor, and worked with several clients as a strategic account manager to assist with e-learning implementations, aimed at ensuring ROI in learning investments. Moira firmly believes that a blended learning programme is the only way to encourage and ensure lifelong learning. Laragh Skills were taken over by another company in March 2011.

Moira is an active volunteer of IITPSA (formerly Computer Society South Africa), a not for profit whose aim is to provide services and support to ICT Professionals in South Africa. She is a past President of the Society. She continues to serve on IITPSA Exco. She is a Professional Member and Fellow of the Society, and was honored with the Engineer IT / CSSA Distinguished Service in IT award in 2009.

She is a trustee of the South African Computer Olympiad Trust, whose function is to run the Computer Programming and Applications Awards in South Africa. Apart from the competitive aspects of these events, they are also used to identify talent from disadvantaged areas, with a view to developing these learners further.

She is currently Chairman of the Board of Career Planet, a not-for-profit dedicated to bringing career information to people from disadvantaged communities, as well as to connect them to job opportunities.

Moira is also a Director, responsible for Marketing, on IP3 (International Professional Practice Partnership), which was founded at the beginning of 2007 by the International Federation of Information Professionals (IFIP) to further the aims of professionalism in the industry on an international scale.

Moira is passionate about learning, and also believes in the value of developing people to their fullest potential.

More recently she is using her marketing experience to help small business start-ups to make best use of the opportunities for promoting business using social media.

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