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Ulf is an internationally recognized researcher and innovator in the area of E-Learning. He has extensive experience in helping individuals achieving superior learning performances and has run lighthouse initiatives in the field of e-learning and knowledge management as well as e-business, including knowledge-technology consulting for small and medium sized enterprises. Ulf has developed the Learners' Quality Model for e-learning, which is a basis for learner centered quality development in e-learning. He is working as advisor to governments and non-governmental organizations in the field of learning and development cooperation and is member of several advisory boards and editorial committees. Ulf is the author/ publisher of several books on quality and organizational innovation and culture and more than 110 articles and book chapters, has been a featured speaker at numerous international conferences, and is member of several professional associations for e-learning and education.