

## PERSONAL INFORMATION

## David Zejda

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## PERSONAL STATEMENT

Broad scope of professional experience ranging from software development, communication technology, ambient intelligence, social networks, economy, sustainable development, education, cognitive science, marketing, and consumer behaviour. Since 2003 in managerial positions in ICT, since 2005 working for more employers in parallel. Lead developer of information systems for fields of gas distribution, B2C, law, education. More than 15 years experience with computer network planning, administration and server management. Since 2011 reviewer of projects co-funded from public sources.

## KEY PROFESSIONAL ACHIEVEMENTS

- In charge of three interconnected innovative educational projects aimed mainly on advanced web-conferencing solutions and 3D virtual reality in education in Czechia. The projects involved coordination of dozens of institutions and a team of more than 100 people spanning 3 continents.
- Head of several commercial IS development projects. Contributed to development of various open-source systems and exploited them commercially. Participated on research and experimental development of visible light communication devices. Supported the experimental deployment and development of a network application, which eventually became one of the most successful in its segment in a global scope.
- Evaluated international research projects (e.g. funded by EU, Czech, German, Vietnam or US national sources). Reviewed almost 150 project applications with combined budget exceeding 230 mil EUR so far. As an experienced reviewer assigned to evaluate some of the biggest research and educational projects in Czechia, including support for competence centres, excellent research teams and strategic development of major Czech universities.
- Regular publications and appearances at international scientific conferences. Co-author of more than 20 courses for adults mainly aimed on language education.

## WORK EXPERIENCE

2015–Present

## Expert project evaluator

Ministry of Education Youth and Sports, Prague (Czech Republic)

[www.msmt.cz](http://www.msmt.cz)

- since 2016 – Reviewed projects aimed at support of excellent research teams and strategic projects of Czech universities.
- since 2015 – Approved project reviewer and arbitrator for all priority axes of Operational Programme for Research, Development and Education (OP VVV). Reviewed projects aimed at building inclusive environment at elementary and secondary schools.

Contact: Klára Solničková, +420 234 814 277, [evaluation@msmt.cz](mailto:evaluation@msmt.cz)

**Business or sector** Central government office dealing mainly with education

2015–Present

## Head of technology application

SendFlair s.r.o., Chrudim (Czech Republic)

[www.sendflair.eu](http://www.sendflair.eu)

- In charge of experimental application of novel technology including heating, air-management,

insulation, related control systems.

Contact: Alexes Ates, +420 777 065 399, [info@sendflair.eu](mailto:info@sendflair.eu)

**Business or sector** Energy-efficient and sustainable construction.

### 2013–2015 **Project manager and software analyst**

EVITAX s.r.o., Roudnice nad Labem (Czech Republic)

[www.evidence.cz](http://www.evidence.cz)

- Applying advanced web-conferencing solutions and 3D virtual reality at language schools for adults in Hradec Králové region.
- Preparation and head of the project co-funded from EU - CZ.1.07/3.2.10/04.0016). Leading the related software development.

Contact: Ing. Michal Faust, phone +420 777 682 456, [reditel@evidence.cz](mailto:reditel@evidence.cz)

**Business or sector** Tax advisory services and language education.

### 2011–Present **Expert project evaluator**

Technological Agency of the Czech Republic, Prague (Czech Republic)

[www.tacr.cz](http://www.tacr.cz)

- since 2017 – Evaluation of project applications for Eta programme which promote the incorporation of social sciences and humanities into projects of applied research, Zeta programme supporting cooperation between the academia and companies by putting together students of MA and doctorate study programmes and young workers in business fields.
- since 2014 – Evaluation of project applications for Gama programme, which aims to support systematic commercial exploitation of research results at universities. Evaluation of applications for programme Epsilon focused on in the field of advanced technologies. Evaluation of project applications for Delta focused on international R&D projects in advanced technologies.
- since 2013 – Opponent reviews and opponent talks for running projects.
- since 2011 – Evaluation of project applications for programmes Alfa focused on in the field of advanced technologies, Omega focused on the field of applied social sciences, and for programme Competence centres providing support to big centres with high innovation potential.

Contact: Vendula Krámská, phone +420 234 611 913, [kramska@tacr.cz](mailto:kramska@tacr.cz)

**Business or sector** Governmental support for applied research and experimental development on the national scale

### 2009–Present **External researcher**

University of Hradec Králové, Hradec Králové (Czech Republic)

[www.uhk.cz](http://www.uhk.cz)

- since 2009 – Research on the boundary between social networks, ambient intelligence, and cognitive science as part of a doctoral study. Includes conducting my own research and related publications, preparation of smaller-scale projects, such as my own projects of specific research, participation on preparation of larger research projects and on various project activities.

Contact: Prof. RNDr Josef Zelenka CSc., phone +420 493 332 337, [josef.zelenka@uhk.cz](mailto:josef.zelenka@uhk.cz)

**Business or sector** Faculty of Informatics

### 2005–Present **Director and chief executive**

[www.o-it.info](http://www.o-it.info)

Co-founder, representative, and head of all notable projects, e.g.:

- since 2013 – Established a partner network with 4 language schools in Zlín region. Contributions to development of BigBlueButton-based web-conferencing system. Membership in an international high-availability web-conferencing network Mconf. Development of LightClass, a video-conferencing and e-learning platform. Applied the web-conferencing solution among the partner network. Created and evaluated several tens of innovative language courses. Co-funded from EU (CZ.1.07/3.2.03/04.0040).
- 2011-2012 – Experimental involvement of language tutors from the Philippines in courses at elementary schools. In close partnership with University of Hradec Králové and 6 elementary schools, co-funded from EU (CZ.1.07/1.1.05/04.0027).
- since 2010 – Development of an experimental social software for niche communities. Deployments for thousands of users, tens of millions of messages delivered until now.
- since 2009 – Development projects based on web2py, a project which started as an experimental educational web application framework of DePaul University of Chicago and turned into an enterprise-ready product.
- since 2009 – Providing vocational courses for adults, including ICT, accountancy, marketing.
- 2005-2008 – Contributions to Sagator, a flexible security solution for e-mail servers, founded at University of Pavel Jozef Šafárik in Košice. Testing and commercial utilization.

**Business or sector** Applied research and software development with specific focus on empowered education

#### 2005–Present **Research and development department manager**

CRFreeNet, Chrudim (Czech Republic)

[www.crfreenet.org](http://www.crfreenet.org)

The non-profit association builds and maintains an open metropolitan community computer network for almost 1000 households and companies in Pardubice region. Further it supports education in applied technologies, research, experimental development, and testing of innovative communication technologies.

- 2010 – CRFreeNet provided the testing ground for BIRD routing daemon, which eventually become one of the most successful routing systems worldwide.
- since 2009 – High-speed 10 GHz, 11 GHz, and 24 GHz radio links – participation on experimental application in CRFreeNet network, feedback for R&D in partnership with ATH System s.r.o.
- 2007-2009 – Wireless optical links – participation on experimental development. The project involved a team of electrical engineering students.
- since 2005 – Representative of the association. Responsible for internal coordination of activities, for development and maintenance of internal IS. Coordination of educational workshops and other activities.

Contact: Mgr. Ondřej Zajíček, phone +420 777 626 844, [santiago@crfreenet.org](mailto:santiago@crfreenet.org)

**Business or sector** Computer networks, research and education

#### 2001–2003 **Lead software developer and tutor**

SWK s.r.o., Chrudim (Czech Republic)

- 2003 Tutoring software developers (object modelling, C++ language, team work, ...)
- 2001 – 2003 Development of a complex metrology information system for CZ Gason, a.s.

**Business or sector** Provider of custom information systems and integrated software & hardware solutions.

#### 1999–2000 **IT technician and executive secretary**

Hana Nováková, Slatiňany (Czech Republic)

- 2000 Transformation of the company into Ltd.

- 1999 Programming and deployment of a new IS for rolling-stock management.

**Business or sector** An international truck transport company

EDUCATION AND TRAINING

2009–Present **Information and knowledge management - doctoral study programme (PhD.)** EQF level 8

Faculty of Informatics and Management, University of Hradec Králové, Hradec Králové (Czech Republic)

Passed doctoral state exam in 2016. Working on thesis “Social Software to the Benefit of the Elderly” which merges knowledge from areas such as general informatics, ambient intelligence, social networks, systems architecture, cognitive science, and consumer behaviour.

2003–2005 **Information management - master study programme (Ing.)** EQF level 7

Faculty of Informatics and Management, University of Hradec Králové, Hradec Králové (Czech Republic)

Defended thesis “Ontologies for portals” dealing with means of knowledge representation for web. Master’s exam from economy, IT, quantitative methods, and management.

2000–2003 **General informatics - bachelor study programme (Bc.)** EQF level 6

Faculty of Informatics and Management, University of Hradec Králové, Hradec Králové (Czech Republic)

Defended thesis “Architecture subordinate to model” focused on programming languages and software architecture. Final bachelor’s exam from economy and IT.

PERSONAL SKILLS

**Mother tongue(s)** Czech

**Other language(s)**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
Slovak	C1	C1	B1	B1	B2
German	A2	A2	A1	A1	A1
Russian	A1	A1	A1	A1	A1
Tagalog	A1	A1	A1	A1	
Cebuano	A1	A1	A1	A1	

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

- Communication skills**
- Gained communication experience as computer technology tutor and coach.
  - Regularly engaged in public speaking on various topics not limited to the technology.
  - Member of project evaluation and opponent boards.

- Organisational / managerial skills**
- More than 12 years in managerial positions.
  - I was responsible for IT projects which involved more than 100 people based in three continents.
  - Good time-management allows me to work for more employers in parallel.
  - Able to deal with tight schedules and to solve interpersonal problems within teams.

- Well-acquainted with project-based management.

Job-related skills

- Project management
- Research and publication
- Project assessment and evaluation

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital skills - Self-assessment grid

- Systems design and analysis: Visual modelling (UML), rational unified process, design patterns
- Software project management: Team leading, code management (CVS, Mercurial, Eclipse), build management (Ant), bug tracking, software testing and reporting, performance testing and profiling
- Software development: Mostly Python and Java - Web2Py, networking, communication, server layers, services, XML processing and binding, GUI with Swing and HTML, SQL databases, object-relational persistence (OJB, Hibernate), J2EE & web services, regression JUnit testing, reflection, introspection, many APIs, Tomcat and JBoss administration, AJAX, regular expressions, LaTeX, previous experience with C++, Pascal/Delphi, Visual Basic, Lisp, Scheme, Prolog, Clips, Assembler
- Graphics & web: HTML and CSS, JSP, PHP, Python scripting, JavaScript, Bitmap and vector graphic design, video mastering
- XML and data: XML processing and XSL transformation, XML Schema, XSL:FO, XML data binding, relational database design, SQL scripting, XML databases, object and object-relational databases
- GNU/Linux systems administration: Networking including wireless networking, shell scripting (Bash, Python), mailing systems administration (Postfix, Courier, Sagator, ...), web frameworks and content management systems (Web2Py, Zope, Plone, ...), database (MySQL, PostgreSQL, Firebird), e-commerce (ZenCart), educational and communication tools (BigBlueButton, mConf, OpenSimulator)
- Computer networks: Network topology, Ethernet-based networks, wireless data communication devices and protocols operating on frequencies 2,4 GHz, 5 GHz 11 GHz and 24 GHz.
- Computer hardware: x86 computer architecture since 286.

Driving licence

A1, B

ADDITIONAL INFORMATION

Project evaluation experiences

- Ministry of Education Youth and Sports - project reviewer and arbitrator for all priority axes of Operational Programme for Research, Development and Education (ESF, ERDF funding) - projects aimed on advancements in education from elementary to tertiary, support of excellent research teams, strategic projects of Czech universities. Reviewed about 60 projects so far for with total budget around 165 mil EUR.
- For Technological Agency of the Czech Republic - evaluation of project applications for programmes Alfa and Epsilon (applied research and experimental development), Omega (applied social sciences), Competence centres (centres with high innovation potential), Delta (international R&DI projects), Gama (platforms for transfer of R&DI results from research to application).

Opponent reviews, member of opponent commissions for running projects. Almost 100 projects reviewed with combined budget more than 60 mil. EUR.

- Involved in TAIEX Expert Database, available to provide expert assistance to institutions in countries aspiring to become members of the EU.

#### Non-profit activities

- Active member of Czech Sceptic's Club Sysifos.
- Co-founder and lead member of a non-profit association "NevzdavameSe!" supporting patients with brain cancer.
- Co-founder of a non-profit association "Skřivánky" protecting nature and environment in Pardubice region.
- Volunteer in prison spiritual care, approved by the Prison service of the Czech Republic.
- Organizer of public gatherings, e.g. to provide relief to child patients in the Philippines [www.tabang.eu](http://www.tabang.eu)
- Cooperation with nature-protecting civic association ZO ČSOP 44/16 "Klub ochránců SPR Habrov".

#### Presentations

- scheduled: Hradec Economy Days, 2018, Hradec Králové, Czechia
- International Conference on Computing, E-Learning and Emerging Technology, 2015, Paris, France
- International Centre for Innovation in Education, 2015, Paris, France
- 11th International CIRCLE Conference, 2014, Manchester, UK
- Symposium on Emergent Trends in Artificial Intelligence & Robotics, 2013, Košice, Slovakia
- Hradec Economy Days, 2013, Hradec Králové, Czechia
- Finance, Accounting and Auditing, 2012, Zlín, Czechia
- Intelligent environments, 2011, Nottingham, UK
- Web information systems and technologies, 2011, Noordwijkerhout, Netherlands
- International Conference on Practical Applications of Agents and Multi-Agent Systems, 2010, Salamanca, Spain
- Intelligent environments, 2010, Kuala Lumpur, Malaysia
- Informatika XXIII, 2010, Luhačovice, Czechia

#### Publications

- D. Zejda, "Social Software to the Benefit of the Elderly – Planning an Experiment", scheduled for Hradec Economy Days 2018, to be published in an ISI-indexed book of proceedings
- P. Zejda, D. Zejda, "Exploitation of the Virtual Worlds in Tourism and Tourism Education", Czech journal of tourism, Masarykova univerzita, 2017, ISSN: 1805-3580, 16 pages
- M.G. Bantol, D. Zejda, "Adapting language teaching to the needs of adult learners - the modern way", Open-IT cz, s.r.o., Chrudim, 2015, 72 pages
- D. Zejda, J. Mošner, "Jazykové vzdělávání v Královéhradeckém kraji: přehled a zhodnocení nabídky vzhledem k potřebám", Open-IT cz, s.r.o., Chrudim, 2015, 120 pages
- D. Zejda, E. Canoy, "Videoconferencing and Virtual Reality in the Context of Language Education", International Journal for Talent Development and Creativity (IJTDC), ISSN 2291-7179, Volume 3, Number 1, University of Winnipeg, Manitoba, 2015
- D. Zejda, "Response of Young Elementary School Students on Native Speakers: Analysis of a Subjective Feedback from Videoconferencing Sessions with Tutors from the Philippines", 2nd International Conference on Computing, E-Learning and Emerging Technology (ICCEET 2014), Conference Proceedings Book, IISRC, Paris, 2014
- D. Zejda, "An Overview of Various Modes of Online Tutoring in the Context of Language Education", Excellence in Education 2015 – book of abstracts, International Centre for Innovation in Education (ICIE), Paris
- D. Zejda, "Constructing Consumers' Mental Models: Towards Technology-rich Products Tuned for the Needs of the Elderly", International Journal of Management Cases, Volume 16 Issue 2, ISSN 1741-6264, Access Press UK, Darwen, 2014

- D. Zejda, "Systematic approach for videoconference-based language education in the Czech context: The theory and towards a solution", IMEA, Gaudeamus, 2014
- D. Zejda, "Towards Acceptable Products: Grasping User's Mind by the Means of Cognitive Science and Rational Choice Theory", Symposium on Emergent Trends in Artificial Intelligence & Robotics SetInAir 2013, Košice, Topics in Intelligent Engineering and Informatics, pp 265-272, ISBN 978-3-319-10782-0, ISSN: 2193-9411, Springer, 2015
- D. Zejda, "Rational Choice Theory and Cognitive Science To Understand Evaluation and Appropriation of Technological Products by Users", Hradecké ekonomické dny 2013. Díl III. Economic development and management of regions, Hradec Králové, ISBN: 978-80-7435-251-5, Gaudeamus, Hradec Králové, 2013
- D. Zejda, "The Model of Appropriation - Contribution of Rational Choice Theory and Cognitive Science to a Better Technology", Intelligent environments : proceedings of the 7th international conference, Nottingham, UK, ISBN: 978-0-7695-4452-6, IEEE, Piscataway, 2011 [SCOPUS]
- D. Zejda, "A Generic Model of Distrust Behaviour in Online Communities of Trust", Intelligent environments : workshop proceedings of the 7th international conference, Nottingham, UK, ISSN: 1875-4163, ISBN: 978-1-60750-794-9, IOS press, Amsterdam, 2011
- D. Zejda, "Characteristics of Trust in Online Social Networks and Community of Trust as a Special Case of Online Community", Web information systems and technologies, Noordwijkerhout, ISBN: 978-989-8425-51-5, SciTePress, Funchal, 2011 [SCOPUS]
- D. Zejda, "Ambient Intelligence Acceptable by the Elderly: Rational Choice Theory Model of Technology Evaluation for Deep Design", User-centric technologies and applications, Salamanca, ISSN: 1867-5662, ISBN: 978-3-642-19907-3, Springer, Heidelberg, 2011 [SCOPUS, ISI]
- D. Zejda, "Deep Design for Ambient Intelligence: Toward Acceptable Appliances for Higher Quality of Life of the Elderly", Intelligent environments (IE-10) : proceedings of the sixth international conference, Kuala Lumpur, ISBN: 978-0-7695-4149-5, IEEE, Piscataway, 2010 [SCOPUS]
- D. Zejda, "Online Social Networks for Elderies - Acceptable Interfaces for People with Serious Impairments", Intelligent environments : workshop proceedings of the 6th international conference, Kuala Lumpur, ISBN: 978-1-60750-638-6, IOS press, Amsterdam, 2010
- D. Zejda, "From Subjective Trust to Objective Trustworthiness in On-line Social Networks: Overview and Challenges", Journal of system integration, ISSN: 1804-2724, Czech society for systems integration, Praha, 2010
- D. Zejda, "Trust and Trustworthiness in Online Profile-based Social Networks", Informatika XXIII/2010, Luhačovice, ISBN: 978-80-7375-394-8, Mendel University Brno, Brno, 2010

#### Publications - courses

- P. Zejda, D. Zejda, OZ - Implementation of Videoconferencing-based Courses, 93 pages
- E. Canoy, D. Zejda, OM - Communicating Advantages of Online Education, 31 pages
- E. Canoy, L. Ramos, E. Woock, D. Zejda, OR - Teaching Languages in Videoconference and in Virtual Worlds, 63 pages
- P. Zejda, J. Mošner, A. Ates, R. Tizon, D. Zejda, OTI Implementing Online Lecturing in Language Schools, 144 pages
- P. Zejda, J. Mošner, A. Ates, R. Tizon, D. Zejda, OTM Marketing and Promotion of Online Lecturing in Adult Education, 68 pages
- B. Frýbová, D. Zejda, BE1 English for Beginners (shortened), 113 pages
- A. Puršová, D. Zejda, BE2 English for Beginners, 86 pages
- A. Puršová, D. Zejda, BE3 English for Advanced Beginners, 105 pages
- B. Frýbová, D. Zejda, BE4 English for Intermediate Students, 100 pages
- B. Merrifield, D. Zejda, AE1 Advanced English, 231 pages
- B. Merrifield, D. Zejda, AE2 English for More Advanced, 236 pages
- A. Peers, D. Zejda, AE3 English for Very Advanced, 97 pages
- J. Zimová, D. Zejda, SPE0 Preparation for KET tests, 92 pages
- E. C. Lev, D. Zejda, SPE1 Preparation for PET tests, 162 pages
- B. Merrifield, D. Zejda, SPE2 Preparation for FCE tests, 90 pages
- J. Zimová, D. Zejda, AEC0 Conversation in English for the KET test, 44 pages

- E. C. Lev, D. Zejda, AEC1 Conversation in English for the PET test, 82 pages
- B. Merrifield, D. Zejda, AEC2 Conversation in English for the FCE test, 66 pages
- A. Puršová, D. Zejda, AST English in Tourism, 94 pages
- D. Zejda a kol., AIND Individual English lessons, 196 pages
- A. Ates, E. Canoy, D. Zejda, AVR1/5 English in Virtual Reality for Beginners, 312 pages
- S. Breitenbach, E. Canoy, A. Ates, D. Zejda, AVR2/5 English in Virtual Reality for Intermediate Students, 302 pages
- S. Breitenbach, A. Ates, D. Zejda, AVR3/5 English in Virtual Reality for More Advanced, 288 pages