

George Lindley

Education Strategy & Analytics

Riyadh, Saudi Arabia | george.j.lindley@gmail.com | www.georgelindley.com/portfolio | British citizen

Education strategy and analytics professional with 10 years' experience across commercial leadership, institutional partnerships and applied analytics in the Middle East. Connects market insight, CRM data and education system priorities to growth strategy, product positioning and workforce outcomes. Currently completing an MSc Business Analytics at Aston University, with focus on causal inference and education policy analytics.

SELECTED IMPACT

- Led regional commercial and growth strategy across five Middle East markets, delivering 18% year-on-year revenue growth for the line of business.
- Designed multi-market expansion and market-entry approaches for universities, vocational providers and public-sector education priorities.
- Integrated CRM, market segmentation and competitive analysis into regional planning, strengthening forecasting and resource allocation.
- Translated education sector insight into pricing, positioning and scalable go-to-market frameworks with product, academic and senior leadership teams.

EXPERIENCE

Regional Commercial Lead | Pearson Regional Headquarters

July 2021 - Present

- Lead regional commercial strategy across five Middle East markets, aligning market segmentation, competitive landscape assessment and institutional demand forecasting.
- Based at Pearson's Regional Headquarters in Riyadh, contributing to the organisation's shift from a UAE-centred regional operating model to a Saudi-based RHQ presence.
- Direct cross-line-of-business initiatives at regional headquarters, aligning product, assessment and partnership strategy to education system priorities and workforce demands.
- Design and implement expansion and market-entry strategies, establishing long-term institutional partnerships across universities and vocational providers.
- Embed CRM and market data analysis into regional planning processes to improve forecasting discipline, pricing strategy and strategic resource allocation.
- Partner with product, academic and senior leadership teams to convert sector insight into scalable go-to-market frameworks.

Learning Consultant | Pearson Saudi Arabia

October 2019 - July 2021

- Advised regional universities on English language programme development and learning outcomes optimisation, aligning institutional needs with Pearson solutions.
- Led implementation of digital learning platforms across major assessment projects, managing stakeholder relationships and change management processes.
- Conducted regional market analysis and education trend research to inform product strategy and sales approach.

Sales Manager | Pearson Saudi Arabia

November 2017 - September 2019

- Managed regional sales operations including revenue forecasting, territory planning and account strategy development.
- Conducted market analysis and competitive intelligence to inform product selection and sales representative training programmes.
- Led development of a regional product line that became a multi-million revenue generator and market leader in the region.

EXPERIENCE CONTINUED

Language Teacher | King Saud University

April 2016 - October 2017

- Delivered academic English instruction to preparatory year students, designing curriculum and assessment strategies.
- Contributed to EdTech initiatives including interactive video content and digital exam preparation platforms.

EDUCATION

MSc Business Analytics | Aston University | January 2025 - December 2026 expected

Specialising in causal inference and education policy analytics. Capstone project: causal analysis of international reading achievement using PIRLS data.

MA International Relations | University of Warwick | September 2010 - September 2011

Modules included International Relations Theory, EU and the World, and Democracy and Development.

BSc Modern Languages | Aston University | September 2006 - June 2009

Modules included Teaching English as a Foreign Language, Language Pedagogy and Linguistics.

PROFESSIONAL TRAINING

CS50x Computer Science | Harvard University | September 2022

Foundations in programming, algorithms and computational thinking.

iSell Sales Academy | Pearson Education | November 2021

Advanced sales practice, consultative selling and strategic account management.

PASS Sales Training | Pearson Education | December 2017

Solution selling, customer engagement strategy and sales methodology for new hires.

CAPABILITIES

Education strategy: sector analysis, institutional partnerships, public-private alignment, workforce and skills strategy, market-entry planning, account planning, pricing and positioning

Analytics: Python, SQL, causal inference, forecasting, market segmentation, dashboard design, decision modelling, generative AI workflows, agentic systems, vector search

Commercial systems: CRM analytics (Salesforce), Tableau, Excel, PowerPoint

Languages: English, French, Spanish

SELECTED ANALYTICS PROJECTS

Regulated Plants Database | regulatedplants.unu.edu: Built an environmental compliance analytics platform that normalizes 2,019 species, 5,355 regulation records and 97 jurisdictions into governed SQLite/GeoJSON artefacts, with validation reports and geospatial regulatory-intensity views. Supported by United Nations University and University of California stakeholders.

ProcurePlus / Menacon Procure | procure.menacon.com: Developed a bilingual Saudi tender discovery and matching app using OpenAI embeddings and Qdrant vector search, ranking live tenders against company profiles and powering saved-profile alerts, thresholds and digest workflows.

CEFR.AI | cefr.ai: Developed education assessment tooling that connects GSE/CEFR scoring, NLP text analysis and adaptive placement architecture, including FastAPI services for item delivery, response capture, scoring/reporting and calibration analytics.

PIRLS MSc capstone: Applying causal inference to international reading achievement data, connecting education policy questions with statistical modelling and dashboard-ready interpretation.