

Geneviève Auroi-Jaggi
Director, Service formation continue, University of Geneva



Geneviève Auroi-Jaggi is currently Director of the Continuing Education Center at the University of Geneva (www.unige.ch/formcont). She was previously a successful producer in charge of Media Education at the SRT, Société Suisse de radio et télévision (12 years). She also lived and worked for the media for 3 years in South America.

Founder-Director of the Continuing Education Center, she developed its high profile UCE activities and has published several articles and media tools on the subject. Her particular interests are marketing, publishing and ICT applications in education and communication. She is currently developing a range of multimedia tools for continuing and distance learning education. Geneviève Auroi-Jaggi studied at the University of Geneva and New York State. Elected a member of EUCEN's Steering Committee, she is a founding member and past president of SWISSUNI- Association of Swiss University Continuing Education (www.swissuni.ch).