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Mads Bo-Kristensen is chief executive consultant at Vejle Digital Schools (Education & Learning, Vejle Municipality). Expert in e- and m-learning in teaching particularly in second language for adults, as developer of media- and multimedia-based teaching materials. He is an architect of the Digitalisation Strategy of the public schools at Vejle Municipality, and a lecturer at the Danish University of Education (E-learning and multimedia pedagogy). Mads Bo-Kristensen holds a Ph.D. in Multimedia Pedagogy in Danish as a second language for adults, an M.A. in French as a Second Language and B.S degree in Education (DK). Visit his personal website www.madsbokristensen.dk