



"Samer Jaffar serves as General Manager, Global Higher Education at Explorance and is dedicated to connecting evolving customer needs across global markets to Explorance's Feedback Analytics and AI-powered solutions, ensuring institutions are equipped to advance teaching and learning excellence and amplify the student voice.

With more than 18 years at Explorance, Samer has played a pivotal role in the company's global growth and strategic direction. He has led initiatives across North America, EMEA, and APAC, building strong institutional partnerships and helping universities implement comprehensive feedback ecosystems that turn insight into action. His leadership focuses on enabling institutions to embed continuous improvement practices, where student feedback meaningfully informs academic quality, engagement strategies, and institutional effectiveness.

As a member of Explorance's executive leadership team, Samer plays a critical role in shaping product and GTM strategy by ensuring customer needs directly inform the evolution of Explorance's offerings. His work strengthens the alignment between institutional goals and innovative feedback analytics solutions powered by AI.

Prior to joining Explorance, Samer held roles at Matrox, Nortel, Cyrus, and Ciena, where he developed deep expertise in technology, operations, and customer engagement. He holds an MBA and a Bachelor of Computer Engineering from Concordia University, combining strong technical foundations with strategic business leadership.

Driven by partnership and purpose, Samer remains committed to helping institutions harness the power of feedback analytics and AI to elevate teaching and learning excellence, amplify the student voice, and deliver meaningful, sustainable institutional success."



Helen is a Corporate Research Analyst in Institutional Research at Mohawk College, where she leads and supports the college's course evaluation process. She has over 25 years of experience in institutional research within the Ontario community college system, including 20 years at Mohawk College, with expertise in course evaluation, survey design, statistics, and data management.

Helen has managed Mohawk College's course evaluation process for 18 years and has worked extensively with eXplorance's Blue for the past 14 years. Under her leadership, Mohawk evaluates the majority of its Postsecondary Education (PSE), Continuing Education (CE), and apprenticeship courses, as well as selected clinical and placement experiences.

Helen holds a Master of Education with an emphasis in Higher Education Leadership from OISE, a Bachelor's degree in Mathematics from Brock University, and a graduate certificate in Research Analysis from Georgian College.



**Antonia (Nonie) Sly Nichols** is the manager of Institutional Research at Nova Scotia Community College (NSCC), where she leads a wide range of analytics, reporting, and research initiatives including course evaluation and approximately 80 surveys each year that support evidence-informed decision-making, organizational planning, and student success. She is a member at large on the CIRPA Board and chairs the Membership sub-committee.