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Education

Master of Librarianship
University of Washington
Seattle, WA
December 1991.

Bachelor of Arts in History and English Literature
University of Maryland
College Park, MD
May 1979.

Teaching Experience

University of Washington, The Information School
Senior Lecturer, 2006 - present

> Teaching concentration in management of information organizations, design and delivery of services for non-traditional information environments , and business resources for use across all organizations Also act as resource for teaching guidance of guest faculty.

> Instructor for The Life Cycle of Information, Management of Information Organizations, Business Information Resources, Special Librarianship, Masters Capstone and Directed Fieldwork.

University of Washington, The Information School
Lecturer, 2001-2006

> Teaching concentration in management and non-traditional information environments.

> Instructor for The Life Cycle of Information, Management of Information Organizations, Business Information Resources and Special Librarianship

University of Washington Graduate School of Library and Information Science
Part-time Lecturer, 1995-2000

> Instructor for "Special Librarianship", a full-credit course reviewing opportunities and challenges in the Special Library sector.

University of Washington Graduate School of Library and Information Science
Visiting Lecturer, 1997

> Instructor for "Bibliographic Databases", a full-credit core course covering bibliographic database searching, organization and access concepts as well as hands-on instruction on Dialog, EPIC, and Data-Star.

University of Washington Graduate School of Library and Information Science
Visiting Lecturer, 1993

> Instructor for "Automation in Libraries", a full-credit course covering the evaluation, selection and implementation issues related to integrated library systems.

University of Washington Graduate School of Library and Information Science
Computer Laboratory Assistant, 1990 and
Computer Laboratory Manager, 1990

> Assisted students with laboratory assignments on the use of various online resources, maintained all hardware and software, installed new applications, developed laboratory assignments for faculty. As Manager, provided oversight for lab activities and staff.

University of Washington Extension Records Management Certificate Program
Teaching Assistant 1989-1990

> Assisted students with laboratory assignments on the use of personal computer software programs in a records management context, developed laboratory assignments for faculty to use with the curriculum, taught hands-on use of database software programs RBase and Paradox.

Related Industry and Administrative Experience

University of Washington, The Information School
Acting Associate Dean for Student Services
September 2006 – July 2007

> The Information School offers degree programs in four areas, including a Bachelor of Science in Informatics, a Master of Library and Information Science, a Master of Information Management and a doctorate in Information Science. As the acting Associate Dean for Student Services, I managed the day-to-day operations (including staffing) to support academic advising and administrative processes for all academic programs in the school. Concurrent with operational management I conducted an analysis and implemented the development of a new organizational structure for Student Services to support the "Student Experience" of the Information School.

Microsoft Corporation, Redmond, WA
Microsoft Information Services
Business Operations Manager
October 1997 - March 2000

> The Microsoft Corporation is the world-wide leader in software for personal computers. As a senior member of the Microsoft Information Services professional staff, I directed the business management of the Microsoft Library, Archives, Museum, Research, Web Publishing and Employee Communications functions with oversight for a budget in excess of $20 million. Other areas of responsibility included

contract negotiation and management, space design and allocation, metrics, capital acquisitions, technology and systems development, staffing and vendor relationships.

Microsoft Corporation, Redmond, WA
Microsoft Information Services
Library Operations Manager
October 1994 - October 1997

Manager with oversight for all day-to-day operations of the Microsoft Corporate Library. Areas of responsibility included technical services, public services, collections, facilities, and branch libraries, as well as related staff (professional, non-professional and vendor employees), vendor contracts and collection budgets. Managed the design, staffing and start-up of branch libraries in Bellevue (WA), Irving (TX) and Charlotte (NC).

Microsoft Information Services
User Services Manager
July 1993 - October 1994

Manager of the public services functions of reference, circulation and collection management for the Microsoft Library and satellite operations. Responsible for "the public interface" of the Library (reference desk, e-mail interaction, online catalog). Managed related staff (professional, non-professional and vendor employees). Coordinated with systems team on new versions of the Library's OPAC and other online tools.

Microsoft Information Services
Technical Services and Automated Systems Librarian
 July 1990 to July 1993

Responsible for all departmental internal computer systems, hardware and capital equipment budget. Directed evaluation and acquisition of internally developed and third-party automated resources (products and services). Managed selection and purchase of all computer equipment, and supervised internal helpdesk staff. With the Microsoft Library as the launch customer for the first version of the HORIZON automated library system, coordinated the implementation of HORIZON plus Microsoft-designed OPAC. Managed conversion of records from previous automated system to MARC format, conversion of circulation data, bar coding of entire library collection, design of user assistance materials, staff and user training. Managed acquisitions, cataloging, circulation, document delivery, serials, public services functions, plus related staff and vendors.

Baggaley & Associates, Seattle WA
Information Management Consultant
 August 1988 - August 1989

Baggaley & Associates performed consulting services in the areas of information and document management, specializing in litigation support. Scope of work as consultant included providing assistance with document management, database design and creation, personal computer hardware and software evaluation, hardware and applications support and training.

Betts, Patterson & Mines, P.S., Seattle, WA
Data Base Management Center
Manager, Database Administration
March 1984 - December 1989

> The Data Base Management Center was created to provide legal counsel with information and records management for a large-scale securities litigation action. Responsibilities included managing document archives and other library collections of case material in various media as well as related staff; the design, creation and maintenance of six document and full-text databases; administration and direction of all computer database retrieval and report design; training staff on computer database searching, editing, data entry and database design concepts; overseeing the re-design and conversion of all databases; implementing the move of document collections and hardware to the trial site in Tucson, AZ, as well as hiring and training Tucson staff.

FIND/SVP, New York, NY (now ORC Guideline)
Coordinator, Online Resources
July 1979 to July 1983

> FIND/SVP (now part of Opinion Research Corp) provides information, document and primary and secondary market research services to an extensive customer base. Duties included daily online searching of thirteen database systems, including DIALOG, ORBIT, BRS, and LEXIS/NEXIS; coordination of the company's current awareness program to provide competitive information from monthly online searches; creation and implementation of an in-house online search training program; coordination of all day-to-day search activity by twenty-five information specialists; provision of technical assistance and manual research to staff and clients.

Professional Affiliations

Information School Elected Faculty Council
  Lecturer representative 2010-present
  Lecturer representative 2006-2008

Information School Founding Board
  Member, 2004-08

Special Libraries Association (SLA)
  Director, Pacific Northwest Chapter, 1996-97
  Student Relations Committee Chair, Pacific Northwest Chapter, 2007-present
  Faculty Advisor, UW-SLA Student Chapter, 1995-present

Horizon User Group
  Member-at-Large, Executive Board, 1993-1995

Beta Phi Mu (Library and Information Science Honor Society)

Awards

Information School TEACH award nominee, 2009, 2011.

Special Libraries Association, Pacific Northwest Chapter, Professional Achievement Award, 2002

SLA/Meckler Award for Innovations in Technology, 1992 (shared as a member of the Microsoft Library team)

BRS Brief Paper Contest 1981, Data Base Category (see publications for details)

Published Works

"How Do We Educate Our Future Library Leaders and Managers?" with Michael Crandall
Library Leadership Network (http://www.libraryleadership.net/), September, 2006

"From Librarian to educator: teaching the next generation of librarians"
ALKI: The Journal of the Washington Library Association, March 2004.

"Client-Server Computing: What is it and are we there yet?".
Online, March/April 1995, Vol. 19, No. 2., Wilton, CT: Online, Inc.

"The Balance Point: Outsourcing Serials at the Microsoft Corporation".
Serials Review, Vol 20, No. 3.,   Ann Arbor, MI: Pierian Press, 1994.

"Access to and Delivery of Networked Information: The Reality and the Vision"
With Katie Hover. Presented at the 85th Annual Conference of the Special Libraries Association, Atlanta, June 1994.
Published in *Information Vision: Professional Papers from the 85th Annual Conference of the Special Libraries Association*, June 11-16, 1994, Atlanta, Georgia, Washington, D.C.: Special Libraries Association, 1994.

"Processing and Disseminating Information in a Networked Environment"
With Katie Hover. Presented at the Fifteenth National Online Meeting in New York City, May 1994. Published in *15th National Online Meeting Proceedings - 1994*, Medford, NJ, Learned Information Inc., 1994.

FIND/SVP REPORTS AND STUDIES INDEX User's Manual and Thesaurus, New York: FIND/SVP, 1982.

"In-house Online Training of the Information Specialist: A program to meet the needs and capabilities of the individual searcher".
Presented at the Third National Online Meeting in New York City, March 30 - April 1, 1982.
Published in *National Online Meeting - Proceedings 1982*, Medford: NJ: Learned Information Inc., 1982.

"The Company Search: Searching through PROMT, INFORM and DOW JONES NEWS".
BRS Brief Paper #21; Winning paper, Data Base Category, BRS Brief Paper Contest 1981.
Published as an enclosure to the BRS Bulleton, December 1991.
Reprinted in *Online Reference and Information Retrieval* (Second Edition) by Roger C. Palmer, Littleton, CO: Libraries Unlimited Inc., 1987.

Additional Professional Presentations

"Lessons learned in transitioning from a library to providing analysis of information"
Panel presentation and discussion at the Conference Board's Information Research and Management Council Meeting, Redmond, April, 2011.

"All I Really Need to Know I Learned…in Library School?"
Panel Discussion facilitated with Joe Janes at the SLA 2008 annual conference of the Special Libraries Association, Seattle, June 2008.

"Eat Your Spinach: Why Crunching Numbers Can Be Good for You."
Teaching presentation at the Spring Professional Development Workshop of the Law Librarians of Puget Sound, Seattle, WA, May 2008.

"What the L? Challenges and Opportunities for the Special Librarian"
Keynote address for the Annual Meeting of the Oregon Special Libraries Association (ORSLA), Portland OR, October 2007.

"Reconfigure: The Dynamic Nature of Space, Services and Design when Change is a Constant"
Keynote address for the Seattle Pacific University Library staff retreat, Seattle WA, September 2007.

"Getting Down to Business"
Business Information Resources Workshop sponsored by The Reference Interest Group (RIG) of the Washington Library Association (WLA)
Created and taught half-day workshop on conducting research on business-related topics to professional librarians, Seattle, WA, March, 2006

"The Virtual Library at Microsoft"
Keynote address at the 1999 Customers of Dynix Inc (CODI) annual conference, Seattle, WA, February 1999.
 "Microsoft: A Case Study in Organizational Focus"
A half-day workshop presented with Tim Raines at Internet Librarian '97, Monterey CA, November 1997.

" The Electronic Library: Using Microsoft Technology"
Presented at the Library Services Committee annual meeting of the American Gas Association, Seattle WA, April 1996.

" Looking Beyond: Microsoft Technology"
Presented at the 1995 conference of the Washington Association of Library Employees (WALE), Chelan WA, November 1995.

" Outsourcing Partnerships"
Presented at the 86th Annual Conference of the Special Libraries Association, Montreal QC, June 1995.

 "Information Vision for the Future"
Presented at the annual conference of the British Columbia Library Association, Victoria BC, May 1995.

 "Groupware Platforms for Sharing Information"
Presented at Computers in Libraries '95, Washington, D.C., February 1995.

" WInfo 2.0: Building Library Products with Microsoft Development Tools "
Presented at the 85th Annual Conference of the Special Libraries Association, Atlanta, June 1994.

"Usability Interface Issues "
Presented with Katie Hover at the 84th Annual Conference of the Special Libraries Association, Cincinnati OH, June 1993.

"WInfo: Information at Your Fingertips at Microsoft"
Presented at ONLINE/CD-ROM, Chicago IL, October 1992 and at Seattle Public Library Staff Education Day, Seattle WA, February 1993.

"What's Happening at Microsoft? We're Growing!"
Presented at the Readmore/REMO Users Group Meeting, New York NY, November 1991.

" Information Data Bases for the Fact Gatherer"
Presented at LEGAL TECH, Chicago IL, November 1985.

Other

SMR International eProfile: Nancy Gershenfeld
"Putting it Together - Creating New Leaders for the Knowledge Culture" by Marcie Stone, December 2009.