

William Trippe
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QUALIFICATIONS SUMMARY

Over twenty years of experience in electronic product development, content management, and editorial, print, and production systems automation. Unique blend of technical, editorial, and business experience, with a solid, hands-on understanding of trends in the content management marketplace. Extensive hands-on experience in XML and SGML, including DTD and schema development, data transformation, and XML/SGML application development. Recognized authority in XML and content management; write and speak frequently on both topics.

EXPERIENCE

The Gilbane Group, Cambridge, MA, 1999-Present

Vice President and Lead Analyst, Content Strategies (2009-Present)

Lead Analyst, XML Technologies and Content Strategies (1999-2009)

Provide consulting services to companies that use, integrate, and develop content management tools and technology. Perform needs analysis, develop key strategy documents such as RFPs, and perform research in key areas. Customers include large publishing companies, web-focused publishers and content developers, and mature and emerging vendors. Recent projects have included:

- Developing Document Type Definitions (DTDs) and schemas for key clients, including trade, reference, professional, and educational publishers. Developing prototype data, working with programmers and system architects to model the data with editorial and content management systems, and working with data conversion companies to convert legacy data formats to the new DTD structures.
- Managing the integration and customization of an XML-based content management system at a major division of a Fortune 50 corporation.
- Developing a needs analysis and RFP detailing requirements for the next generation of a franchise electronic product for a major publishing company.
- Overhauling project management processes and tools at a growing web development company. Working with company management to reorganize and hire for streamlined project management, improved time reporting, and a new system for project cost accounting.
- Developing marketing white papers helping to better position content management, syndication, and portal vendors in key markets.

Widely published author. Am a frequent blogger and contributor to publications including *The Seybold Report*, *EContent*, and *Intelligent Enterprise*.. Co-Author of two books, *Digital Rights Management: Business and Technology* (John Wiley & Sons) and *SVG for Designers: Using Scalable Vector Graphics in Next-Generation Web Sites* (Osborne/McGraw-Hill).

Frequent speaker at conferences. Have served as a speaker, moderator, and track chair at conferences for *Gilbane* and *Seybold*, and have developed tutorials and workshops on XML, content management, and related topics.

ZDNet, Cambridge, MA, 1997 to 1999.

Director, Publishing Systems

Led the selection of an enterprise-wide, XML-based content management and production system for all of Ziff-Davis's electronic products, including ZDNet and affiliated publications such as *PCWeek* Online and *PCMagazine* Online.

- Performed needs analysis across the enterprise and developed an extensive Request for Proposals.
- Managed vendor selection process and documented findings.
- Made final recommendation to upper management, worked with upper management in negotiating contract, and determined product and services purchased.

Houghton Mifflin Company/Inso Corporation (spinoff), Boston, MA, 1993 to 1997.

Manager, Content Development

Led twelve-person creative and technical team in the development of high-quality SGML-based electronic reference products for the commercial and professional market, including the Internet, major on-line services, and CD-ROM

- Determined and documented editorial, production, and SGML database development standards for the department.
- Recruited and trained permanent, contract, and freelance editorial and database personnel.
- Determined budgets and schedules, determined resource allocation, and worked with inside and outside groups to ensure smooth product development process.
- Managed the design and implementation of a large-scale editorial, production, and SGML database system utilizing state-of-the-art UNIX and Windows NT servers, relational and object-oriented databases, and a variety of programming languages (C, Visual Basic, perl, awk) and database modeling tools.
- Developed DTDs, wrote awk- and perl-based programs to convert legacy content to SGML, and wrote and maintained a variety of tools for parsing and maintaining the databases.

Xyvision, 1989 to 1993, Wakefield, MA.

Manager, Editorial Systems Support (December 1991 to March 1993)

Managed the implementation of large-scale editorial systems at commercial publishing, legal publishing, and in-plant publishing organizations. Major customers included Grolier, Macmillan, and Harcourt Brace Jovanovich.

- Managed implementation team and customer resources from the point of sale to final acceptance, including system staging, installation, training, and consulting services.
- Developed key pieces of editorial and production solution, including Document Type Definitions (DTDs) based on the Standard Generalized Markup Language (SGML), data conversion filters and tools, and customized applications and scripts.

Manager, Customer Education (April 1990 to December 1991)

Managed nine-person department responsible for course development, classroom training, and regional training.

- Determined course development and training standards and practices.
- Developed and taught technical and end-user courses on the Xyvision electronic publishing and document management software.

The Mitre Corporation, 1981 to 1989, Bedford, MA.

Senior Writer

Wrote and edited broad range of technical documentation, corporate collateral, and multimedia materials. Managed large-scale documentation and multimedia projects, including video productions, kiosks, and multi-volume technical documentation sets. Specific projects included:

- Developed proposal, secured funding, and oversaw the development of an automated system for writing and editing technical specifications.
- Wrote, edited, and coordinated the production of numerous system-level design specifications and technical reports.

- Scripted and collaborated on the storyboarding and production of instructional and promotional video tapes for both domestic and international customers.
- Wrote articles, speeches and presentations for senior technical and management personnel, including successful proposals and testimony before congressional committees to secure funding for research and development.

EDUCATION

BA in English, University of Massachusetts. Concentration in Writing.

MA in Professional Writing and Publishing, Emerson College.

Additional graduate work in linguistics and communications, Boston University.