

RESUME

KEITH J. SCHENGILI-ROBERTS

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SUMMARY OF EXPERIENCE:

- Senior management (5+ years) experience within a large multinational corporation:
- Successfully deployed a DITA XML-based Content Management System at AMD
- Negotiated company-wide contracts on for localization services, saving the firm hundreds of thousands of dollars
- Architected software and led worldwide development teams
- Practitioner of LEAN process re-engineering
- Confident public-speaker with 10+ years of experience
- Expert knowledge of DITA XML (5+ years) specification and its practical use
- Expert in Information/Documentation Architecture; teach Information Architecture and Content Management at the University of Toronto's iSchool
- Work best in challenging environments where I am required to wear multiple "hats", typically while working on several projects
- Practical knowledge of information design, online analysis and reporting
- Superior research and analytical abilities, and am highly results-oriented.

EDUCATION:

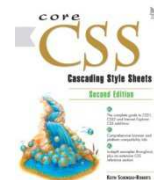
1991 – **Masters of Public Administration** (Queen's University)
1990 – Bachelors in Psychology (Queen's University)
1989 – Bachelors (Hons) in English (Queen's University)

PROFICIENCY IN THE FOLLOWING APPLICATIONS/SPECIFICATIONS:

- MS Windows
- MS Office
- MS Visio
- Linux
- Open Office
- Ixiasoft DITA CMS
- PHP/MySQL
- Adobe FrameMaker
- Adobe PhotoShop
- Adobe Illustrator
- oXygen
- DITA XML
- X/HTML
- CSS
- CorelDraw
- ...and many more

ACCOMPLISHMENTS:

- Have written four books about the Web and related technologies, latest being *Core CSS, 2nd Edition*
- Will be the *keynote speaker* at Content Management Strategies/DITA North America conference in April 2012
- Invited speaker to international conferences in North America, Europe and Asia, speaking about Information Architecture Best Practices and Content Management deployment



PERTINENT EMPLOYMENT HISTORY:

January 2005-November 2011

Advanced Micro Devices, Inc.

Position: Manager, Documentation & Localization

- Managed the people and processes behind the creation of effective electrical engineering documentation for our OEM partners
- Used Information Architecture and LEAN methods to refine documentation processes within ATI/AMD
- Successfully managed people and processes across North American and China
- Negotiated with international firms to reduce localization costs
- Sought funding, negotiated terms and oversaw the development of a pioneering DITA-based XML Content Management System.
- Became a recognized expert on deploying a successful documentation CMS within a corporate environment, speaking at conferences in Europe and North America on the subject.

Results:

AMD became a recognized thought-leader in DITA-based XML development processes. Output productivity increased by 250%, allowing more projects to be tackled by the same number of people. Client surveys show that our documentation quality has also improved.

October 2003-January 2005

ATI Technology Inc.

Position: Information Architect

- Joined the documentation group with the goal of bringing my Information Architect skills to rationalizing the organization and structure of ATI's end-user and engineering documentation.
- Revamped all documentation types based on IA principles, bringing a user-centric focus to them.
- Mentored the rest of the group, raising the bar on quality and efficiency
- Devised a plan for implementing a DITA-based XML Content Management System.

Results:

Used single-sourcing principles to reduce localization costs by 15% within a year.

September 1999-Present (Part-time)

University of Toronto's iSchool

Position: Lecturer

- Experienced curriculum developer and instructor; have created and taught courses on Web Development, Information Management and Information Architecture to an adult audience
- Designed and developed new courses and materials as needed
- Continually keep informed of the latest research in the field to keep course materials up to date
- Deliver course materials in way best-suited for a given audience (beginner/novice/advanced) as required

Results:

Honed my public-speaking and presentation skills. Was presented with an Outstanding Teaching Award in 2005. Have helped guide the iSchool in their development of their Information Management certification program.