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Eli Willner

Profile

A seasoned manager who has worn many hats well, a published author, veteran programmer, and experienced public lecturer seeks challenging new professional vistas in a firm where superior management, communication and/or technical skills can be brought to bear

Professional experience

July 2001 to May 2003   Innodata Corporation   Hackensack, NJ

Associate Vice President, Project Analysis

- Headed corporate New Projects Analysis Group and R&D Group (about 70 employees in total). All new projects entering this 10,000 employee, $50 million/year public company, which specializes in XML-based content conversion and content management projects, were priced, engineered, piloted, and propagated into production by these groups, under my direction. Responsible for assuring that all group members had the appropriate skill sets, tools and procedures for arriving at the most cost-effective and accurate solutions to client problems.

- Was personally involved in the analysis phase of almost all projects, assisting in brainstorming approaches, testing procedures and serving as "group oracle and problem-solver" for issues and difficulties as they arose.

- Served as technical resource for company's production groups; helped solve production problems and bottlenecks on a "firefighter" basis.

- Functioned as liaison between company's sales personnel and clients; interacted with clients on a regular basis, both pre and post-sale, for technical sales presentations, requirements analysis and problem solving. Assisting in authoring and/or reviewing almost all technical proposals.

- Participated in most corporate marketing activities, including orchestrating the revival of a dormant website, assisting with literature preparation, authoring technical white papers, participating in shows and conferences, creating and giving technical presentations and joining technical committees.

Nov 2000 to June 2001   Publishing Dimensions, Inc.   New York, NY

Chief Technology Officer

In November 2000, key members of Barnes & Noble's Digital Content Division left B&N to form this new company. I was one of the founding employees.

- Managed relocation and re-establishment of Technology Division, including entire IT infrastructure, development tools and physical environment, within three days after company formation.

- Successfully transitioned technology team from a primarily development mode to a development/production mode. My team produced revenue-generating work within days of commencing our operation.

- Re-established working relationships with vendors and outsource partners. Developed project specifications and requirements; qualified vendors/partners.

- Utilized creative techniques and novel tools to equal production capacity of the entire B&N ebook production environment within three months after commencing operations.

Oct 1999 to Nov 2000   Barnes & Noble, Inc.   New York, NY

Chief Technologist, Digital Content Division

- Revamped technical direction of this newly created B&N division. Devised detailed technology plan, established relationships with key technology partners to implement plan. Designed data model for central title repository; designed user interface and provided functional specifications for unique and mission-critical data conversion and other software. Established production procedures and specified production tools for both Manila production facility and New York operation. Set up, staffed, trained and manage New York based R&D "technology cell". Serve as de facto CIO, managing IT/technology facilities issues for Manila and New York. Served as project manager for massive MSLit launch

conversion project, successfully converting more than a thousand titles to a new format using beta-level tools in a short amount of time.

Sept 1996 to Oct 1999   Data Conversion Laboratory   Flushing, NY

Director of Technology (originally, Director of Marketing)

- Was responsible for marketing and technical sales support at this 50-person firm, which converts high-volume text data to XML/SGML and HTML for electronic publishing. Developed marketing plan centered on business partner relationships. Created advertising and marketing materials, including newsletter. Coordinated trade shows and professional conferences. Produced and delivered technical marketing presentations, as well as in-house technical training. Helped restructure and maintain web site. Responsible for production of proposals and client presentations. Assisted owners in revamping company structure and in hiring key personnel. In early 1998 assumed Director of Technology role; research, explore and implement new technologies, such as XML, Java and other online publication tools, to assist in company's infrastructure support and client service needs.

Nov 1990 to June 1996   Aim Motherboard/QSI Corp   Brooklyn, NY

President

- Responsible for long-term planning and day-to-day management of this personal computer and component manufacturing/distribution company. Founded company, hired staff, set up accounting, R&D, QA, production and other systems. Established Israeli manufacturing subsidiary; worked with local management to obtain office and production facilities and government-backed financing.
- Responsible for establishing marketing direction, working with media, advertising and PR agencies, production of sales materials. Took on purchasing agent responsibilities; sourced and negotiated for components. Researched; tested potential new products for manufacture and distribution.

Nov 1985 to Nov 1990   Pecan Software/Liaison Systems   Brooklyn, NY

Vice President, Research and Development

- Responsible for establishing overall technical direction of, and managing, Pecan Software, a systems software firm, and Liaison Systems, a consulting firm. Hired and trained software development and technical support staffs. Directly supervised maintenance of an elaborate family of programming tools on multiple machine platforms. Directly supervised all testing and QA for this elaborate set of software tools, including IDE and various compilers, including a C compiler*.*
- Supervised Pecan's technical writing department, and personally wrote or contributed to almost all user manuals. Wrote quarterly company newsletter and most of company's marketing literature.

Additional professional activities	**Teaching Experience**: Concurrently with other professional activities, taught an extensive array of introductory and advanced computer science and computer applications courses at Brooklyn College and other colleges, technical schools and high schools. Was rated best adjunct lecturer at formal Brooklyn College faculty evaluation. Taught basic and advanced Windows 95, Hands-on use of Internet Explorer, Programming in C/C++ and Advanced MS Office usage.

Education	1975 to 1977 Brooklyn College, C.U.N.Y. Brooklyn, NY

M.A. Candidate

- Completed all course requirements (but not thesis) for this program

1969 to 1973   Brooklyn College, C.U.N.Y.   Brooklyn, NY

Bachelor of Science

- Magna Cum Laude; honors in Computer/Information Science. Minor: Mathematics. Regents College Scholarship, Dean's Honor List, National Merit Society Finalist

Publications	Available upon request

- Member, OEBF Metadata Committee

Professional Associations	- Member, PRISM Aggregator DTD Technical Committee

- Past Chairman, SGML/XML Forum of New York
- Past Chairman, UCSD Pascal Users' Society