Outreach Conference 2014
SPEAKERS' PROFILE

MILANO - Friday, 21 November 2014 from 09:00 to 16:00 (CET)
Grand Hotel Visconti Palace, Viale Isonzo, 14, 20135 Milan, Italy

INTRO & MODERATION

NORMAN PASKIN

Norman Paskin is the Managing Agent of the International DOI (Digital Object Identifier) Foundation. He is also an independent consultant specialising in standards for identification and structured management of content on digital networks, and related issues concerning management of intellectual property. He became the first Director of the International DOI Foundation in March 1998, an organisation established by a number of international publishing trade bodies to support the needs of the intellectual property community in the digital environment by establishing a common infrastructure for the persistent identification of content, and since 2006 continues as the Managing Agent of the Foundation, which provides a common infrastructure for use by all DOI Registration Agencies.

Norman led the International DOI Foundation in its development of the DOI as a standardised identifier for the intellectual property communities (including text, data, and multimedia), which can work with existing identifiers and internet technology and which takes advantage of leading developments in naming and semantic interoperability. He now continues to manage the IDF while also engaging in other work, principally with the Corporation for National Research Initiatives (US) where he works with the internet pioneer Dr Robert Kahn.

Prior to this he worked for twenty years in the scientific publishing industry in both the U.S. and Europe, in roles including editorial, management, and information technology development. He holds a PhD in biochemistry.

PIERO ATTANASIO

After a degree in economics at the University of Bologna, Piero has been working in book publishing since 1986. In 1995 he joined AIE (Italian Publishers Association) where he is currently head of international affairs and R&D programmes and coordinates the activities of the academic publishing group. He is CEO of mEDRA (multilingual European DOI Registration Agency). He has been the scientific director of the ARROW projects (www.arrow-net.eu), the leading European initiative to facilitate right information management in digital library programmes and is now chair of the Arrow Association, the-not-for profit organisation managing the Arrow system. He is member of the Executive committee of the ISBN International Agency, where he served as chair since 2006 to 2012. He was also board member of Editeur and the International DOI Foundation. He is author of many articles and two monographs about book industry, in particular about the impact of technologies on book trade and rights management in digital environment. He is lecturer in the Master course on publishing at the University of Milan.

SESSION 1

Joining the dots in the academic and research environment
Ed Pentz (CrossRef), Jan Brase (Datacite), Susanna Mornati (Cineca - Research Information System for Universities)
Tech corner: Content Negotiation *(Geoffrey Bilder, CrossRef)*

ED PENTZ

Ed Pentz is the Executive Director of CrossRef, a not-for-profit membership association of publishers set up to provide a cross-publisher reference linking service, and Chair of the board of ORCID, a registry of unique identifiers for researchers established in 2010. Ed was appointed as CrossRef's first Executive Director when the organization was created in 2000 and CrossRef has now grown to include over 4,000 organizations from all over the world. Prior to joining CrossRef Ed held electronic publishing, editorial and sales positions at Harcourt Brace in the US and UK and managed the launch of Academic Press' first online journal, the Journal of Molecular Biology, in 1995. Ed has a degree in English Literature from Princeton University and current lives in Oxford, England.

JAN BRASE

Jan Brase has a degree in Mathematics and a PhD in Computer Science, received from the University of Hannover. He is Executive officer of DataCite, a worldwide acting consortium for enabling data citation. He is furthermore chair of the International DOI Foundation (IDF), President of the International Council for Scientific and Technical Information (ICSTI) and Co-Chair of the CODATA Task group on Data Citation.

SUSANNA MORNATI

Susanna Mornati is responsible for IT solutions for research information management at CINECA. She holds a strong competence in the domain of research management, dissemination and evaluation of research results, sustained by a vast experience in project and program management in complex environments since 26 years. She participates as an expert in the activities of several committees and serves on a number of international scientific boards. She writes and lectures on various aspects of IT management for research, open access and open repositories.

GEOFFREY BILDER

Geoffrey Bilder is Director of Strategic Initiatives at CrossRef, and has over 19 years experience as a technical leader in scholarly technology. He co-founded Brown University's Scholarly Technology Group in 1993, providing the Brown academic community with advanced technology consulting in support of their research, teaching and scholarly communication. He was subsequently head of IT R&D at Monitor Group, a global management consulting firm based in Cambridge, Massachusetts. From 2002 to 2005, Geoffrey was Chief Technology Officer of scholarly publishing firm Ingenta, and just prior to joining CrossRef, he was a Publishing Technology Consultant at Scholarly Information Strategies, where he provided consulting to publishers and librarians on emerging technologies and how they may affect scholarly and professional researchers.

SESSION 2

Expanding the DOI to new context of applications,
Raymond Drewry (EIDR – MovieLabs), Carol Riccalton (OPOCE), Chuuk Wei (Airiti)
Tech corner: Identification and cross domain metadata interoperability (*Godfrey Rust, Rightscom*)

RAYMOND DREWRY

Raymond Drewry is Principal Scientist at MovieLabs and the original architect of the EIDR system. He has designed and implemented systems that range from the first fully interactive digital cable network in Europe, through the first-ever networked digital video system for journalists at an international sporting event, to real-time robotics systems for special effects and mechanical-industrial performance pieces. He was also a contributor version 1 to Microsoft Windows and the first releases of the X11 window system from MIT. He has been CTO at Aggregator TV, a UK-based OTT content company, and before that CTO and VP of engineering at Liberate Technologies, providing infrastructure software to the digital cable industry. He was also Director of Technology for New Media at Sybase; Principal Engineer and Architect for graphics systems at Digital Equipment Corporation; and an engineering manager at Microsoft. His patents, publications, and contributions to technical standards cover distributed systems and networked applications; hardware and software for graphics and multimedia; and metadata and identifiers. He has a BA in Classics (Latin) and Computer Science from Yale University.

CAROL RICCALTON

Following her post-graduate diploma in librarianship and information science, Carol worked for several years in both the academic and NGO sectors before joining the Publications Office of the EU in 1997. She is currently Head of Sector responsible for the production of metadata for all general publications produced by the various institutions, agencies and other bodies of the European Union. Her section also sets the Publication Office's policy for the assignment of identifiers to these publications, including three international identifiers: ISBN, ISSN and DOI. She has been involved from the beginning in the introduction and implementation of the DOI at the Office.

CHUUK WEI

Chuuk Wei, information service analysts, since 2012 has specialised in designing DOI services for academic industry in Taiwan. Furthermore, her career mission is to promote Taiwan's high quality academic content abroad.

GODFREY RUST

Godfrey is a Director and principal Data Architect at Rightscom. He has over thirty years experience in information management in the content industries, first in music (including development of the UK music charts and UK National Discography, and as director of data services for the UK copyright societies) and since the 1990s across many content sectors. He was technical lead in creating the <indecs> metadata framework, and since 2000 has applied this approach to the development of a number of metadata standards (including work on DDEX, ONIX, DOI, MPEG-21 and the RDA/ONIX framework) and multi-media client solutions.

SESSION 3

How DOI can be used to support easy rights management

Paola Mazzucchi (mEDRA - RDI), Mark Hewis (Digital Catapult – UK Copyright Hub), Raymond Drewry (EIRD – MovieLabs), Gabriella Scipione (Cineca – Forward, RDI)

Tech corner: Contextual Multiple Resolution *(Larry Lannom, CNRI)*

PAOLA MAZZUCCHI

Paola has been working in the publishing industry since 2000, with a particular focus on the role of technology and innovation. Over time she has managed several IT intensive projects for the Italian Publishers Association and for the DOI registration agency mEDRA. Since 2012 Paola is the Chair of the Board of EDI*t*EUR. Paola has a degree in Philosophy at the University of Milan and a post graduate degree in Culture Economics and Management at the SDA Bocconi Management School. Beside her insane passion for metadata, Paola loves travelling on the road while listening to a good heavy metal band.

MARK HEWIS

Mark is a Technical Architect at the Digital Catapult. He has more than 16 years' experience working for major broadcasters and e-commerce platforms, such as the BBC and Amazon, defining and delivering high performance systems in the realms of AV delivery, large scale analytics, operational monitoring, search and metadata systems. Achievements include patents in the realm of AV stream optimisation and novel customer authentication schemes. Mark was Senior Technical Architect for the BBC iPlayer service, the launch of BBC website search, BBC.com and Lovefilm On-Demand Services. He is also Chair of the Copyright Hub Technical Working Group. Mark works with smaller UK enterprises defining their cloud and operational roadmaps. He has a BSc Hons 2.1 Physics from Manchester University

GABRIELLA SCIPIONE

Gabriella Scipione is a Technical Project Manager at CINECA, where she leads the "Linked data and Rights Management" Team under the Innovative Service Business Unit.

Her team focuses on persistent identifiers, metadata management, rights management, digital archive, open access. She has been involved in a number of significant EU-funded projects over the last 10 years.

She is technical coordinator and development teams leader in the Arrow, ArrowPlus, RDI and FORWARD projects. Since 2002, she has been technical coordinator of the multilingual European DOI Registration Agency (mEDRA) project, following the evolution of mEDRA from a pilot project to a service company.

LARRY LANNOM

Larry Lannom is Director of Information Services and Vice President at the Corporation for National Research Initiatives (CNRI), where he works with organizations in both the public and private sectors to develop experimental and pilot applications of advanced networking and information management technologies. Mr. Lannom joined CNRI in September of 1996. For the seven years prior to that, he was a Technical Director at DynCorp, Inc., where he served as an advisor on digital library research for the ISTO, CSTO, and ITO offices of the U.S. Defense Advanced Research Projects Agency (DARPA), including initiating the Computer Science Technical Reports (CS-TR) project, DARPA's first effort in the digital library area. In addition, he managed the development of internal information systems for DARPA. From 1985 to 1989 he was the Survey Systems Manager at King Research, Inc., where he designed and developed statistical analysis systems for the processing of survey data gathered in library and publishing industry management and marketing studies.