

BRUCE A. MCCLELLAND, P.H.D.

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EXPERIENCE

Principal Research Scientist, Battelle Memorial Institute, Charlottesville, VA. 2002-current

Conduct all-source research of scientific information in Russian and Bulgarian; analyze, translate, summarize, edit as necessary (including scientific research in biology, chemistry, medicine; patents; pharmaceutical information; technical proposals). Initiate and design XML version of BACWORTH (Biological and Chemical Warfare Online Repository of Technical Holdings). Design and develop XML-based multi-language knowledge management system to support data extraction, passage retrieval, question answering. Design discourse-analysis data model for analysis of special content. Completed Battelle Proposal Management Workshop. 2002-current

Knowledge Architect, ScholarOne, Charlottesville, VA.

Design, develop and/or manage projects involving web-based publication workflow and content management for major ASP serving the scholarly publishing community. Develop XML schemas and XSL transformations to facilitate all phases of scholarly publishing from online submission and peer review through Web publication and online typesetting. Design software components with OO/UML approach. Evaluate new technologies (e.g. P2P) for online production processes and content management. 2001-2002

Skills: SGML/XML/XSLT; UML; Web applications: Flash 5, Photoshop 6, Illustrator 9, Dreamweaver 4, GoLive 5; Microsoft Project 98. 2000-2001

Project Manager, R&D, Ovid Technologies, New York, NY.

Oversaw development of new technologies for major aggregator of online medical and scientific databases. Projects included *structured document searching and navigation (e-textbooks)*, *clinical templates*, and *natural language processing*. Designed user interface and ensured usability. Developed functional specification. Coordinated efforts of product development, software programming, Web design, and production/QA personnel.

Skills: SGML/XML, DHTML, JavaScript; Corel Draw. 1999-2000

Director, Internet Programs (Moscow, Russia), IREX, Washington, DC

Directed creation of open-access Internet sites in seven countries of Former Soviet Union. Worked with academic institutions and libraries to establish IP connectivity, developed Internet training courses and materials, and provided access for Russian and FSU decision-makers. Oversaw \$2M+ budget of USIA-funded international program. 1996-1998

SGML Consultant, InteLex, Charlottesville, VA; DynamicDiagrams, Providence, RI 1995-

Wrote DTDs for Web- and CD-ROM-based products. Assured conformance of electronic books to TEI DTD. 1996, 1999

Director, Electronic Document Conversion, NewsBank/Readex, Chester, VT

Set up start-to-finish document conversion operation for major aggregator of newspapers. Established workflow methods and technologies, costed equipment, developed staff and all procedures for high-volume scanning, OCR, editing and indexing of articles from 400+ newspapers daily. 1992-93

Editor-in-Chief, Co-founder, Reliance Medical Information, Greenwich, CT

Co-founded medical publishing company specializing in making medical information available on CD ROM for the non-specialist consumer. Established editorial and indexing policy, content management systems, and designed central full-text database. Developed full staff of Ph.D and MD-level writers and editors to produce summaries of articles from over 100 journals. Developed print-on-demand strategy for creating new products. 1989-92

Project Leader, R&D BRS Information Technologies, Albany, NY

Developed new information retrieval and interface features, including phonetic-search for trademark searching, multilevel online medical hypertextbook, automatic link from citation to full text. 1983-89

Research Associate, Slavic Department, State University of New York at Albany

Researched and designed online (PC-based) electronic bilingual (Russian-English) dictionary in collaboration with SUNY faculty linguists and lexicographers. Contributor, *Random House Russian-English Phraseological Dictionary*, Sophie Lubensky, ed. , 1985-87.

Freelance Technical & Medical Writer, 1982-83

Managing Editor, Station Hill Press, Barrytown, NY

Supervised all phases of publishing process, from manuscript to bound book, at quality literary publisher. 1979-82

EDUCATION

Ph.D., University of Virginia, 1999

MA, State University of New York 1993

MFA, Milton Avery Graduate School, 1983

Graduate study, Linguistics, University of Pennsylvania, 1973-75. Passed MA Field Exam

Graduate study, Linguistics, Cornell University, 1972-73.

BA, Bard College

TECHNICAL SKILLS

Web Design Certificate, Sessions.edu: Web Design, Interface Design & Usability, Information Design, Graphic Design, Web Type Design, JavaScript, Illustrator, Photoshop, Web Animation

SGML/XML	XSLT	OWL/RDF/Topic Maps (XTM)	XQuery
UML	(Perl 5)	(Python 1.5)	UNIX
DHTML (CSS/JavaScript)		Dreamweaver 4	GoLive 6
Illustrator	Photoshop 7	Acrobat 5	LiveMotion 2
Microsoft Project 2000	Flash MDX		

LANGUAGES

Russian: fluent, near-native, all aspects

Bulgarian: good reading, understanding; translation ability

Serbo-Croatian: passable reading, translation ability

German, French: good reading, some speaking

PUBLICATIONS & PRESENTATIONS

Improving Analysis of Technical Documents: Applications for Navigation, Extraction and Presentation. Advanced Intelligence Products Office, National Ground Intelligence Center, Charlottesville, VA, April 2005.

Discourse Analysis and Collected Narratives: Analysis Enrichment with Cultural Knowledge. Madison Project Technical Seminars, National Ground Intelligence Center, Charlottesville, VA, November 2004.

From Prestige to Poverty: The Fate of Russian Science. Madison Project Technical Seminars, National Ground Intelligence Center, Charlottesville, VA, July 2003.

"*Taking it Over There: Internationalization of Web Projects in the Humanities*" Invited presentation given at Virginia Center for Digital History, University of Virginia, 2000.

"*Online Orality: The Internet, Folklore and Culture in Russia*" in: Laurel B. Lengel, ed. *Culture and Technology in the New Europe: Civic Discourse in Transformation in Post-Socialist Nations*. (Michael Prosser, series editor. Civic Discourse for the Third Millennium. Stamford, CT: Ablex Publishing, 2000).

"*Дистанционное образование и двустороннее сотрудничество*" ["*Distance Education and Bilateral Cooperation*"] Talk given at Conference on Russian-American Cooperation: Education and Perspectives of Development, Ioshkar-Ola (Mari Republic, Russian Federation), 1997.

"*The Internet Access and Training Program: A Model for Access in the Humanities*" Talk given at *Internet u Jugoslaviji i Jugoslavija na Intenetu: VII naučni skup o sistemu naučnih, tehnoloških I poslovnih informacija*. Belgrade, Serbia 1997.

"*Hypertext and the Online Industry*," talk given before American Society for Information Science and the Special Libraries Association, March, 1990.

"*Building a Medical Database for the Consumer*," talk given before the Center for Medical Informatics, Columbia University, March, 1990.

"*Intelligent Linking Across Databases*," National Online Conference (NYC), May, 1989. Published in Proceedings.

"*Hypertext and Online: A Lot That's Familiar*." Online Magazine, January, 1989.

"*From Logon to Typeset Document in Under Ten Minutes*." Online Magazine, December, 1988.

"*Hypertext and Technical Writing*," talk delivered to Society for Technical Communicators, Albany, NY, November, 1988.

"*Designing an Online Medical Hypertextbook*," National Online Conference (New York), 1988. Published in Proceedings.

"*Database Portability: Information Retrieval from Micro to Mainframe*," National Online Conference, 1987. Publication in Proceedings.

"*As We May Think, Revisited*," (with Bette Brunelle), National Online Conference, 1987. Publication in Proceedings.

"*Implications of Online and CD-ROM Access*," Panel Moderator, Laseractive '86 Conference, Boston, 1986.

"*Information Retrieval and Modern Publishing*," First World Conference on Electronic Printing and Publishing, George Washington University, 1985. Published in the Proceedings.

"*Shoes for the Cobbler's Children*," Society for Technical Communicators, New York City, 1984.