

**SUZANNA CONRAD**  
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**EDUCATION:**

**Master of Library and Information Science (MLIS)**, Data Curation Specialization, University of Illinois, Urbana-Champaign, 2011

**Master of Business Administration (MBA) in International Management**, East London Business School, graduated with merit, 2006

**Bachelor of Arts (BA) in History**, Cornell University, 2001

**PROFESSIONAL EXPERIENCE:**

**Interim Associate Dean for Collection Management & Systems**,  
California State University, Sacramento

*Sep 17-Present*

Interim leadership of the Collection Management Services Department and continued leadership of the Library Systems & Information Technology Services Department.

- Direct management of 15 FTEs, including three librarians and 12 staff members.
- Worked with the newly created Publishing & Scholarship Support team to investigate and support new initiatives, including science and social science dataset management; hosting of a campus managed peer-reviewed journal; and depositing open access textbooks. Coordinated with Systems and Collection Management to define roles for supporting repository services including support of open source systems and defining metadata schemata for future support.
- Partnered with various offices on campus including the Office of Graduate Studies to move to a 100% electronic theses submission process; the Office of Research, Innovation, and Economic Development to discuss possibilities with a faculty profile system; and IRT on various initiatives to improve library technology.
- In the process of evaluating the department needs for Collection Management Services, including drafting job descriptions for new roles and responsibilities where applicable. Working with staff to continue to refine department workflows in the new, consortial ULMS environment.

**Head of Library Information Systems**, California State University, Sacramento *Sep 16-Present*

Direction and leadership for the provision of innovative services and technology including defining the vision, strategic plans, and priorities for information technologies.

- Management responsibilities with a department of 3 FTEs and 3 PT student assistants.
- Supervision of faculty and staff responsible for desktop support, application development, Library web sites, digital services support, infrastructure architecture, and server administration.

- Per the Library Strategic Plan, drafted a Technology Plan leading to the following department achievements:
  - Improved customer service for desktop support by better staffing for peak times and better tracking of incidents online.
  - Complete relaunch of the library website including working with a consultant on focus group feedback and design; supporting the web developer through the implementation of Drupal; participating in Website Update Team meetings and administrative-level meetings regarding content and development decisions; and employing a student graphic designer to assist with design.
  - Improved relationships with key campus IT personnel leading to clarified roles for laptop loan and expanded wireless access.
  - Assisted the Associate Dean for Academic Services with the redesign of an active learning classroom by working with campus and library IT to clarify best practice for technology and space design as well as making recommendations for portable technologies in the classroom.

**Head of the Digital Services & Technology Department, Digital Initiatives Librarian,**

California State Polytechnic University, Pomona

*Aug 12-Sep 16*

Leadership for the planning, implementation and support of digital collections and services for the University Library.

- Continually increased management responsibilities with a department of 4.5 FTEs, and 2-4 PT student assistants upon my departure. Managed grant and student assistant budgets.
- Made improvements to existing programs such as initiating user-centered design policies for web and mobile planning, revamping digital signage program, improving tracking and statistics collection for web and digital channels, etc. Designed and managed surveys, usability, and focus group testing sessions to ascertain users' needs and as a basis for making improvements to user interfaces.
- Successfully launched the campus institutional repository as the branded portal "Bronco Scholar" with a focus on student research. Repository launched in collaboration with campus entities including the Office of Undergraduate Research. Launched additional services such as Open Conference Systems to support student research conference submissions.
- Increased and improved collaborative efforts with campus IT by serving on appropriate committees and developing strategic partnerships with specific departments.
- Identified local, state, and national technology grant opportunities and authored funded grant applications, where applicable in partnership with other departments on campus.
- First librarian at Cal Poly Pomona to achieve early tenure and early promotion to Associate Librarian.

**Taxonomy and Search Specialist (Contract),** Guitar Center Headquarters

*Mar 12-Jul 12*

Overhaul of taxonomy and search functions for the Guitar Center homepage as well as five other website properties including sites such as Musiciansfriend.com, Music123.com and wwbw.com.

- Reclassification of product items in the Guitar Center and Musician's Friend Heiler catalog, which were listed under multiple breadcrumbs, in order to optimize search engine results.
- Improvement of site search engine functions to redirect to relevant product results using ATG and Endeca.
- Statistical analysis of effects of taxonomy and search campaigns.
- Increased revenue from improved internal search engine results by \$40,000 monthly after one month.

**Associate Librarian for Document Management (Temp),** City of Sierra Madre *Dec 11-Mar 12*

Designed best practice and implementation workflows for a citywide document management system to be used by city employees and the general public.

- Design and implementation support for a customized city documents database from Tyler Technologies including determination of document types, key indexing fields, and user interface specifications.
- Development of a concise training plan for city adoption of the new content management system including generation of manuals and documentation for training sessions.

**Director of Content,** Mobile-XL Inc.

*Jul 08-Nov 10*

Oversaw the licensing of mobile content for the XLBrowser™, a java based SMS application used for requesting content and services via mobile phone. Thorough review of all technical capabilities of potential partners including their ability to deliver feeds in the appropriate formats (i.e. XML, APIs, formatted Excel sheets, FTP uploads, etc.). Designed user interfaces in wireframes to guide developers in implementing new content.

- Directly managed 1 FTE; collaboratively managed 3 FTEs, who were working in target countries.
- Established key relations with branded content providers and local content providers, which in turn attracted investors and potential sales partners.
- Key licenses acquired included Facebook, AFP, Associated Press, Weatherbug, MySpace, Microsoft Live Hotmail, and Ultralingua.

**Manager, Business Development,** GlobalStep LLC

*Aug 09-Apr 10*

Acquired key accounts for outsourced video game testing during the sales cycle from initial customer contact to closing deals. Managed existing and new client relationships to ensure full customer service throughout the entire relationship.

- Formulation of a detailed marketing plan including relaunch and rebranding of the website, creation of new marketing materials, and development of a brand positioning strategy through careful competitive analysis.
- Increased annual company revenue by \$2 million in the first 6 months of employment.

**Product Manager, Mobile Media,** RTL Interactive GmbH

*Sep 07-May 08*

Managed the mobile content portfolio for RTL TV broadcasting, which was promoted on air, in teletext, online, via WAP, and through external sales channels. Evaluated content provider pitches for game and personalization content and remained involved during the entire product cycle including licensing of brands, development processes, integration of the content, and release in the market.

- Maintained contact with major developers in the mobile space including Gameloft, Glu, and EA Mobile.
- Established media co-operations with key partners and developers, increasing the overall revenue of the department.
- Managed interns and part-time workers in the mobile media unit.

**Head of Sales, EMEA, Advanced Mobile Solutions**

*Apr 06-Aug 07*

Established a German subsidiary of the English company AMS to service European customers and develop existing and new sales channels. Partner management of customers including wireless carriers and mobile platform providers in Europe, Africa, India, Australia, and the U.S.

- Increased company's net worth by establishing and maintaining an additional profit center.
- Acquired several large key accounts including Orange Spain, T-Mobile USA, Vodafone Netherlands, and 3 (Hutchinson) Australia.

**Marketing Manager, English Markets, wap3 Technologies GmbH**

*Aug*

*04-Mar 06*

Sales and partner management for mobile java games, videos, wallpapers, chat and mobile services for contacts in the U.K., U.S., Canada, South Africa, Australia, and New Zealand including major wireless carriers and mobile platform providers.

- Secured two global contracts for games distribution with major wireless carrier groups 3 (Hutchinson) and Orange, thereby increasing net company worth.
- 25,000€ (\$32,000+) in monthly sales from acquired customers.

**INTERNSHIPS:**

**Data Curation Online Intern, Purdue University Libraries**

*Aug 11-Aug 12*

Sponsored by an IMLS funded grant project to design a framework for a data curation workshop. Migrated content to an online environment while considering interactive and Web 2.0 technologies.

- Recommended an asynchronous learning approach for the DCP Toolkit online workshop after conducting a literature review and environmental scan of topics and implementations relevant to moving a workshop online including social and Web 2.0 interactivity, online learning, and assessment metrics.
- Development of storyboards, scripts, and mock-ups for the online version of the workshop.
- Migration of content to a format acceptable for online use. Implementation in Drupal using HTML, CSS, and JavaScript elements.

Created, uploaded, and maintained digital collections for two grant projects including the California of the Past Digital Storytelling Project and the Local History Digital Resources Project (LHDRP).

- Catalogued, created Dublin Core metadata, and uploaded content for the Local History Digital Resources Project including photographs and text documents relating to the history of Monterey Park using CONTENTdm. Management of the collection in the Online Archive of California using voroEAD.
- Recorded, edited, and published digital stories from local Monterey Park participants using standard film equipment for recording, iMovie and Final Cut Pro for editing, and Quicktime/Blip.tv to publish content.
- Completed a systems analysis project to determine if the library would benefit from RFID and an automated materials handling system, which would both be interoperable with the existing Millennium ILS.

### **FUNDED GRANTS:**

- Building Institutional Capacity to Retain, Graduate, and Propel Students in STEM. Co-Principal Investigator. Total awarded grant: \$2 million. Department of Education. Some funding provided for repository requirements and staffing. 2014-2019.
- Prison Librarianship: The Neglected Patron. Principal Investigator. Awarded \$4,824 in assigned time; 4 WTUs. Cal Poly Pomona Research, Scholarly and Creative Activity (RSCA) Program. 2016.
- Cal Poly Pomona Special Projects for Improving the Classroom Environment (SPICE) Grant. Collaborator. Developing Open Educational Resources for Consultative Sales. Awarded \$9,430 in direct costs. 2015.
- STEP (Science, Technology, Engineering, and Mathematics Talent Expansion Program) Project. STEP Program Team (not Co-PI). Approx. \$20,000 in funding provided from the existing NSF grant to build a sustainable repository to house faculty learning objects and student research. 2013-2015.
- Cal Poly Pomona Teacher-Scholar Support Program awardee. Awarded 6 WTUs to conduct research activities. 2014-2015.
- Prison Librarianship: The Neglected Patron. Principal Investigator. Awarded \$870 in direct costs. Cal Poly Pomona Faculty Professional Development Mini-Grant Program. 2014.
- Effectiveness of Resource Discovery on Library Mobile Sites. Principal Investigator. Awarded \$7,155 in direct and indirect costs. Cal Poly Pomona President's Research, Scholarship, and Creative Activities. 2012-2013.

### **HONORS & AWARDS:**

- Highly Commended Paper winner for "Documenting Local History: A Case Study in Digital Storytelling," 2014

- Midwest Archives Conference (MAC) New Author Award for “Analog, the Sequel: An Analysis of Current Film Archiving Practice and Hesitance to Embrace Digital Preservation,” 2013
- Visionary Integration Professionals (VIP) Women in Technology Scholarship (WITS), 2011
- Congress-Bundestag Program for Young Professionals, scholarship to study/work in Germany, 2003-2004

## **LEADERSHIP & SERVICE:**

### ***Professional***

- Convener, Association of College and Research Libraries (ACRL) Digital Scholarship Section Digital Collections Discussion Group, 2017-2019
- Executive Board, Association of College and Research Libraries (ACRL) Digital Curation Interest Group, 2013-2016
- Chair, Technology Interest Group, California Library Association, 2011-2013

### ***University***

- ULMS Coordinating Committee, Member-At-Large, California State University Chancellor’s Office, August 2017-Present
- CSU Library Information Technology Annual Meeting Planning Group, Summer 2017
- ULMS Systems/Development Working Group, California State University Chancellor’s Office, 2015-2017
- ScholarWorks Advisory Committee, California State University Chancellor’s Office, 2015-2016
- Undergraduate Research Faculty Advisory Council (URFAC), Cal Poly Pomona, 2012-2016
- Web Technologies Working Group, IT Governance, Cal Poly Pomona, 2014-2016
- Instructional Technology Working Group, IT Governance, Cal Poly Pomona, 2015-2016
- Special Projects to Improve the Classroom Experience (SPICE) Committee, Cal Poly Pomona, 2013-2015
- CSU Campus Communicator for the Unified Library Management System RFP, 2013-2014
- CSU System-Wide Technology Initiatives Management (STIM) Institutional Repository Subcommittee, 2012-2013

## **PEER REVIEWED PUBLICATIONS:**

Conrad, S. (2017). *Prison Librarianship Policy and Practice*. Jefferson, NC: McFarland & Company, Inc.

Conrad, S., Shorish, Y., Whitmire, A. & Hswe, P. (2017). Building professional development opportunities in data services for academic librarians. *IFLA Journal*, 43(1), 65-80. doi: 10.1177/0340035216678237

Conrad S. & Alvarez, N. (2016). Conversations with web site users: using focus groups to open discussion and improve user experience. *Journal of Web Librarianship*, 10(2), 53-82. doi: 10.1080/19322909.2016.1161572

Conrad, S. & Shen, J. (2014). Designing a user-centric web site for handheld devices: incorporating data-driven decision-making techniques with surveys and usability testing. *Journal of Web Librarianship*, 8(4), 349-383. doi: 10.1080/19322909.2014.969796

Conrad, S. (2013). Documenting local history: a case study in digital storytelling. *Library Review*, 62(8/9), 459-471. doi: 10.1108/LR-02-2013-0013

Conrad, S. (2012). Analog, the sequel: an analysis of current film archiving practice and hesitance to embrace digital preservation. *Archival Issues: The Journal of the Midwest Archives Conference*, 34(1), 27-43.

Conrad, S. (2012). Collection development and circulation policies in prison libraries: a survey of librarians in U.S. correctional institutions. *The Library Quarterly*, 82(4), 407-427. doi: 10.1086/667435

### **EDITOR REVIEWED PUBLICATIONS:**

Conrad, S. (Expected 2018). "Yes, I speak tech; my experiences with sexism in the workplace." In J. Brandon, S. Ladenson, and K. Sattler (Eds.), *We can do I.T.: women in library information technology* (pp. TBD). Sacramento, CA: Library Juice Press.

Conrad, S. (Expected 2018). "Shifting from reactionary to forward-thinking: developing a technology strategic plan." In C. Ippoliti (Ed.), *Moving beyond the wow factor: the savvy librarian's guide to technology innovation in academic libraries* (pp. TBD). Lanham, MA: Rowman and Littlefield.

Conrad, S. (2015). Tracking DSpace statistics in Google Analytics using Google Tag Manager. *Code4Lib Journal*, 27. <http://journal.code4lib.org/articles/10311>

### **SELECTED PRESENTATIONS:**

Conrad, S. (2017, November). *Spinning communication to get people excited about technological change*. Session presented at the LITA Forum, Denver, CO.

Allen, N. & Conrad, S. (2017, May). *Check your expectations: testing self check in a consortium environment*. Session presented at the ELUNA (Ex Libris Users of North America) Annual Meeting, Schaumburg, IL.

Conrad, S. (2017, March). *Spinning communication to get people excited about technological change*. Poster presented at the Code4Lib Annual Conference, Los Angeles, CA.

Azurin, K.A., Conrad, S. & Dong, W. (2016, June). *Bronco Scholar – An online hub for STEM student research*. Paper presented at 2016 ASEE (American Society for Engineering Education) Annual Conference & Exposition, New Orleans, Louisiana.

Conrad, S. (2016, April). *An online hub for undergraduate research: leveraging an institutional repository to engage students & disseminate research*. Session presented at the Digital Initiatives Symposium, San Diego, CA.

Dong, W., Riggs, L., Eddy, R., Matelski, M., Azurin, K. & Conrad, S. (2016, April). *Bronco Scholar – An online hub for STEM student research*. Poster presented at the NSF AAAS Envisioning the Future of Undergraduate STEM Education: Research and Practice Symposium.

Conrad, S. & Alvarez, N. (2015, November). *Conversations with website users: using focus groups to open discussion and improve user experience*. Session presented at the annual California Library Association Conference, Pasadena, CA.

Orozco, C.M., Conrad, S., Terrones, L., Wahl, M., & Carlos, A. (2015, November). *Rethinking for academic librarianship: perspectives from new (and newish) CSU librarians*. Panel presented at the annual California Library Association Conference, Pasadena, CA.

Shorish, Y., Whitmire, A., Hswe, P., & Conrad, S. (2015, March). *Getting down to brass tacks: practical approaches for developing data management services*. Preconference presented at the biennial meeting of the Association of College and Research Libraries (ACRL), Portland, OR.

Brandon, J., Conrad, S., & Schwartz, M. (2014, October). *UX design tips & tricks InfoBlitz*. Session presented at the annual Internet Librarian Conference, Monterey, CA.

Conrad, S. (2014, June). *An online hub for undergraduate research: leveraging an institutional repository to engage students and disseminate research*. Poster presented at the biennial Council for Undergraduate Research (CUR), Washington, D.C.

Conrad, S. & Shen, J. (2013, November). *Effectiveness of library resource discovery on tablets & mobile devices*. Session presented at the Library Information Technology Association (LITA) Annual Forum, Louisville, KY.

Conrad, S. & Lee, Y. (2013, October). *Digital signage: bridging the divide*. Session presented at the annual Internet Librarian Conference, Monterey, CA.

Conrad, S. (2011, April). *Stuck in analog: an analysis of current film archiving practice and hesitance to embrace digital curation*. Paper presented at the Midwest Archives Conference, St. Paul, MN.

Conrad, S. (2011, September). *Fostering community building through digital storytelling*. Paper presented at the annual Rice Graduate Symposium, Houston, TX.

### **OTHER PROFESSIONAL DEVELOPMENT:**

Attended the ACE Leadership Academy for Department Chairs in January 2017.

Attended “Managing Change and Transforming Organizations” on October 30, 2017 at Sacramento State University.

### **LANGUAGE SKILLS:**

Native English speaker • Fluent German