

Eileen Sheridan

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SKILLS

Operating: DOS, Unix (knowledge), Windows
Hardware: IBM PC, Macintosh, Sun Sparc Classic Workstation, Xerox 6085
Software: Access, dBase, Excel, Groupwise, Lotus Notes, MS Outlook, MS Works, PowerPoint, Quicken, Siebel eBusiness, Word, WordPerfect
Internet: CGI scripts, Dreamweaver, Eprise Participant Server, Eudora, Front Page, HomeSite, HotDog, FTP, HTML, JavaScript, PhotoShop, SourceSafe
Languages: Highly proficient in Spanish; native English speaker; have studied basic German, Italian and Japanese

PROFESSIONAL EXPERIENCE

WEB OF CULTURE

2000-present

Managing Director

(<http://www.webofculture.com>)

- Assisting corporations in the globalization of their web presence through consulting and education
- Designing online examination to certify corporate personnel to become web globalists
- Providing offline and online resources in the area of web globalization
- Initiating partner relationships with leading globalization and localization vendors
- Producing leading web globalization resource center (WorldSmart) on Web for complimentary information
- Enabling e-commerce site transactions through PayPal
- Writing monthly Global Update e-newsletter detailing business, cultural and technology issues

SIEBEL SYSTEMS

1999-2000

Web Globalization Manager

(<http://www.siebel.com>)

- Responsible for daily management of web content for Siebel global websites, including supervision of HTML Production Specialist
- Managed project to implement www.siebel.com into six languages (French, German, Italian, Japanese, Portuguese, Spanish)
- Drove process to investigate content management software solutions for website (including Documentum, Interwoven, Future Tense)
- Interviewed globalization firms for potential partnerships with Siebel product technology integration (including eTranslate, Global Sight, Idiom, Uniscape and WorldPoint)
- Designed database schema flow for web-based global tradeshow application
- Developed managerial application for global sales leads to flow from HTML form submissions into dynamic database with web GUI
- Coded intranet site for global marketing and sales information for in-country web personnel

NOVELL

1998-1999

International Marketing Manager

(<http://www.novell.com>)

- Responsible for management and strategic globalization vision of Novell corporate international
- Wrote and supervised RFP for selection of localization firm for www.novell.com and marketing collateral
- Defined plan to migrate Novell foreign-hosted websites to domestic Utah servers
- Redesigned Novell Human Resources website (live 7/99) to promote corporate image as leading networking firm
- Saved Electronic Marketing Department over \$100,000 in costs by relocating foreign web servers to US hosts
- Supervised Stanford college intern in daily administrative and Web-design tasks

INPRISE CORPORATION (formerly Borland International)

1997-1998

Website Designer

(<http://www.inprise.com>)

- Responsible for daily content maintenance of corporate website detailing software technology

- Utilized JavaScript, Unix, and HTML coding in creation of new documents
- Owned process to introduce JBuilder and C++Builder product lines to global website audience

WEB OF CULTURE

1995-1997

Founder/Creator/Content Manager

(<http://www.webofculture.com>)

- Developed and designed commercial website for education on topic of cross-cultural communications
- Maintain updated content on weekly basis
- Serve as Systems Administrator for maintenance of Virtual Server

XEROX CORPORATION

1992-1995

Leads Control Center Manager, Sales and Marketing Division

(<http://www.xerox.com>)

- Acted as liaison between external customers and internal sales representatives to efficiently process sales leads
- Initiated weekly sales lead update summaries for review by marketing management
- Managed Marcom professionals in quarterly reviews of corporate marketing goals for copier products division

LOS ANGELES WORLD AFFAIRS COUNCIL

1987-1990

Program Manager

(<http://www.lawac.org>)

- Coordinated logistics for major speaker events with audiences ranging from 100-1500 guests
- Initiated invitations to world leaders to speak before Council membership
- Marketed Council meetings through flyer design and distribution
- Edited World Affairs Journal, a monthly newsletter detailing Council events
- Supervised duties of college interns and support volunteer staff at Council meetings

EDUCATION

Loyola Marymount University, Los Angeles, CA

1987

Bachelor of Arts in European Studies

Universidad de Salamanca, Spain

1986

A.I.F.S. Foreign Study Program

American Graduate School of International Management, Glendale, AZ

1992

MBA in International Management

Costa Rica and Nicaragua

1992

Advanced Language Seminar Abroad

*****Currently pursuing Doctoral Degree in Management (Organizational Leadership); expected graduation: May 2005**

PERSONAL

- Dual citizenship: United States and Republic of Ireland (European Union)
- Certified Novell Internet Business Strategist
- University of California Extension, Santa Cruz: eBusiness Certificate Program; Web Globalization Management course
- Instructor: University of Phoenix Online (MBA Marketing Management course)
- Instructor: Web Globalization Management (Blackboard.com), Localization Basics (Blackboard.com)
- Technical Editor for book - Beyond Borders: Web Globalization Strategies by John Yunker (2002)