



## VR Communications, Inc.

### Multichannel Communications Solutions

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### Anna van Raaphorst

#### Principal and Content Specialist

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## Summary

- Over 20 years of experience doing information architecture, website design and development, writing, editing, indexing, and training
- Expert in architecting and creating structured content and doing legacy content conversions
- Technical depth and breadth, and business savvy unusual among writers
- Strong quality and usability orientation
- Experience leading teams characterized by cultural diversity and geographic separation
- **Titles/roles:** Principal technical writer, member of technical staff, marketing communications specialist, senior manager, manager of business partnerships, consultant

## Technical Expertise / Tools

- **Specialist in** DITA and DITA Open Toolkit, XML, DTD, XSLT, and Ant
- **Publishing environments:** PDF, XHTML, Eclipse help, and HTML Help (.chm)
- **Operating system environments:** Windows, Linux/Unix, and Macintosh
- **Technologies:** XHTML, CSS, Python, PHP, JavaScript, MySQL, and Microsoft Access
- **Key tools:** SyncRO Soft oXygen, Altova XMLSpy, Adobe FrameMaker (structured, unstructured), Arbortext Editor and Styler, justSystems XmetaL, Adobe Photoshop, Adobe Dreamweaver, Adobe Acrobat (PDF), Microsoft Standard Office Suite (Word, PowerPoint, Excel), Microsoft Visio
- **Key product categories:** Programming languages, publishing tools and document/content management systems, OLAP technologies, small business and enterprise-level databases and database-backed applications, storage management and subsystems, IT governance and business technology optimization, CRM (Customer Relationship Management) and ERP (Enterprise Resource Planning) products (Siebel, SAP, and PeopleSoft)

## Key Consulting Experience

**(Ongoing from 1993) Principal consultant for VR Communications, Inc.** Independent and works-for-hire consulting:

- **Business-to-business (1099) consultancy** working independently or as a subcontractor to other consulting organizations.
- **Located in San Francisco Bay Area (Silicon Valley).** Willing to travel, temporarily relocate, or work remotely.
- **California corporation since 1995** (founded in 1993).
- **Quick, high-quality results providing strong business value:** Broad-based U.S. and international business and management experience and deep technical expertise. Practical solutions implemented in a timely manner and at a reasonable cost.
- **Our principals work independently or collaboratively, depending on client requirements.**
- **Sample clients:** Acta Technology (now Business Objects), Avid Technology, CERN (Geneva), Community Vision of El Dorado Hills (CA), Citrix Systems, IBM Corporation, IN2P3 (Paris), Integrated Systems Inc. (now Wind River Systems, Inc.), Intuit, KEK (Tokyo) and IBM Japan, Kyocera International Inc., Mercury Interactive, Octel (now Avaya), Pearson Charitable Foundation, Pillar Data Systems, RSF-EARTHSPEAK, San Francisco State University, San Jose State University, Savi Technology, Siebel

Systems (now Oracle), Skytide Inc., Stanford University, Stanford Linear Accelerator Center (SLAC), University of California at Santa Cruz, VMware, and Women in Technology International..

### Recent Projects:

- **DITA Open Toolkit User Guide and DITAinformationcenter™** (published on SourceForge August 2006, and updated October 2006, April 2007, December 2007, and October 2009)
- Created academic curricula for a Python programming course and a Microsoft Access database design course
- For a start-up company producing business analytic software, designed and created DITA-based product documents built around a comprehensive core vocabulary that featured extensive content reuse and tight integration with the Java- and XML-based product software
- For a localization company, created a Python-based program to convert legacy XML content to DITA
- For a company creating application delivery software, provided a customized DITA seminar to lead information developers located in the U.S. and Europe
- For a company creating RFID solutions, delivered a three-day workshop and created a highly customized Eclipse Infocenter involving extensive XSLT scripting
- For a global corporation delivering a wide variety of products, created a customized prototype, delivered a three-day workshop, and did follow-on coaching for a legacy migration project
- For an organization providing online software and services, coached a technical documentation team as they created their first DITA project
- For a company creating virtualization products, did an analysis of legacy content targeted for a conversion to DITA
- For a start-up storage company, did a legacy content conversion using Arbortext/Astoria

### Key Staff Positions

**(2006–2007) Skytide, Inc., San Mateo, California. Business:** Software company developing the Skytide Analytical Platform, which enables the analysis of nonrelational data using traditional BI (Business Intelligence) techniques without requiring transformation of the data into relational format. **Title:** Member of technical staff reporting to founder/vice president. **Projects:** Designed and created DITA-based product documents built around a comprehensive core vocabulary that feature extensive content reuse and tight integration with the Java- and XML-based product software.

**(2003–2005) Mercury Interactive Inc., Mountain View, California and Tel Aviv, Israel. Business:** Software company developing business technology optimization (BTO) software. Mercury IT Governance Center is built on a three-tier architecture containing an Oracle database. **Role:** Information architect / technical writer. **Projects:** Designed and created a documentation home page, a departmental style guide, over 15 technical documents for two major product releases. Implemented a controlled vocabulary as a “key concepts” document and semantic tool.

**(1999–2001) Siebel Systems, Inc. (now Oracle), San Mateo, California. Business:** Software company developing Siebel eBusiness Applications, a CRM (Customer Relationship Management) suite of products. **Title/Role:** Principal technical writer, reporting to senior director of information development. Information architect, release manager, and technical writer. **Projects:** Led documentation planning/release efforts for a major product release (approximately 80 books, over 20,000 pages) for a multi-site group of 75 writers, editors, and production staff.

**(1998-1999) Acta Technology (now Business Objects), Palo Alto, California. Business:** Software company developing ERP (Enterprise Resource Planning) software, including an extract/transform/load product and prepackaged data marts. **Title/Role:** Director of product communications, reporting to founder/vice president. Managed technical communications and training activities. Wrote and edited technical and marketing documents for the ActaWorks product. Designed, developed, and conducted technical training courses in the U.S., Canada, and Europe.

**(1996-1998) Integrated Systems (now Wind River Systems, Inc.), Mountain View, California. Business:** Real-time embedded operating system and development suite. **Title/Role:** Senior technical writer, reporting to product manager. Wrote white papers, technical manuals, and designed and developed an online help system.

(<1994) IBM Corporation, San Jose, California and Boulder, Colorado. **Business:** Software development. **Titles/Roles:** Senior information developer, senior manager, and manager of business partnerships. Reported to senior manager, director of information development, and director of business development. Writer, lead writer, and product planner for IBM's DB2 database products. Manager of technical writing, technical editing, and production departments. Business partnership manager. Consultant. **Projects:** Wrote technical manuals for database (DB2), language compiler, and storage management products. For a storage management product, wrote a set of white papers on distributed data recovery and hierarchical storage management. For an IBM sales and marketing organization, wrote a technical marketing guide, *Solutions Through Teamwork: RDBMS Marketing Guide*, comparing database management systems (including DB2, Oracle, and Sybase).

## Education

**Formal education, degrees:** MA, linguistics – Stanford University; BA, German – UCLA; fluent in German (*Zertifikat Deutsch*, Goethe Institute)

**Additional coursework:** California State University at Chico: certificate program in localization (granted June 2007); University of Washington: certificate programs in Web technology solutions (granted April 2006) and content management; University of California Extension (Davis): website development, XML; University of California Extension (Santa Cruz): certificate program in website design and development, XML; IBM Systems Research Institute (New York City); Goethe Institute (Düsseldorf and Berlin, Germany); Intercultural Institute (Portland, OR); Monterey Institute of International Studies (Monterey, CA) (German, Spanish)