

# Kimberly L. Silk

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## Formal Education

- 1998 Master of Library Science, University of Toronto
- 1993 Bachelor of Arts (Honours English Literature), University of Waterloo;  
co-operative program, with a concentration in Computer Science.

## Continuing Education

- 2011 Coaching and Mentoring. University of Toronto Organizational Development & Learning Centre, February 2011.
- 2011 Introduction to SAS Workshop. Toronto Region Statistics Canada Research Data Centre (RDC), University of Toronto, February 2011.
- 2010 Strategic Information Arrangement. Continuing Education, Simmons Graduate School of Library and Information Science, May 2010.
- 2010 Leadership Renewal: Conversations, Insights & Revitalization – OLA SuperConference Pre-Conference session, February 2010.
- 2009 Library Leaders Institute II, Bloomfield, ON, May 3-5 2009.
- 2002 Consumer Research, Queen's School of Business, Queen's University.
- 2002 Knowledge Management, Queen's School of Business, Queen's University.
- 2000 Strategic Management, Schulich School of Business, York University.
- 2000 Management 1: The New Manager's Course, Schulich School of Business, York University.
- 1999 The Marketing Research Course, Schulich School of Business, York University.
- 1999 Competitive Intelligence, Schulich School of Business, York University.

## Professional Experience

- 2009-Present Data Librarian, Martin Prosperity Institute, Rotman School of Management, University of Toronto
- Create, build and maintain a leading edge data library, social knowledge network and physical collection enabling researchers to easily access and store data and research in a secure online environment.
  - Provide research support to the MPI research team using a variety of sources including institutional data libraries and scholarly, business

and financial databases.

- Implement systems to improve office work flow efficiencies including citation management, research pipeline management, and contact management.
- Provide instruction to research staff on the discovery and use of data sets, databases and general academic materials in various formats.
- Provide assistance in the use of statistical software and tools.

2001-2009 Principal Consultant, BrightSail Strategic Marketing

A sole-proprietorship providing strategic product and service consulting and marketing support to libraries, school boards and corporate clients.

Key Assignments:

- Digital Media Collection Consultant, Martin Prosperity Institute
- Video Ontario Project Consultant, Knowledge Ontario
- VP New Product Development, Magic Lantern Group, Inc.
- Usability Analyst, Prescient Digital Media
- Grant Application Manager, Discovery Channel Canada
- Usability Consultant, Outbreak! Project, Brock University
- RFP Consultant, West Vancouver Public Library

2000-2001 Director, Strategic Internet Development, Rogers Media

- Create partnerships within the Rogers Media Business Publishing division to capitalize on emerging technology trends, with a view to increasing the reach and impact of Rogers Media business and trade publications.

1998-2000 Sr. Manager, New Market Development, Rogers Media

- Analyze emerging Internet technology trends and services to identify opportunities to develop for the Canadian market.

1998 Producer, Electric Library Canada, Rogers Media

- Liaise with a US partner to develop and bring to market a Canadian version of the Electric Library database service for academic, K-12 and consumer audiences.

1995-1998 Web Site Coordinator, Discovery Channel Canada

- Build and develop Canada's first specialty channel web site.

1994-1995 Technical Writer, Delrina/Symantec Corp.

### Teaching Activities

2011 Instructor, "Entering the New Knowledge Economy: Professional Preparation Strategies for New Information Professionals", iSchool Institute, Winter 2011.

2010 Panelist, "Domain Specific Applications of Knowledge Media Design",

- Knowledge Media Design Institute Professional Development Event, March 4 2010.
- 2010 Guest lecturer, "Specialized Academic Libraries", INF 2158H: Management of Corporate and other Special Information Centres. Faculty of Information, University of Toronto.
- 2006 Guest lecturer, "Marketing Special Libraries", LIS 2158: Management of Corporate and other Special Information Centres. Faculty of Information Studies, University of Toronto.
- 2001 Adjunct instructor, LIS 2166: Telecommunications for Information Systems. Faculty of Information Studies, University of Toronto.
- 1997 Instructor, Creating Documents for the World Wide Web. Professional Learning Centre, Faculty of Information Studies, University of Toronto.
- 1996-7 Instructor, WWW Home Page Design Seminar, Computer Training, York University.

### **Library & University Activities**

- 2010-Present Virtual Reference Librarian, AskON Service, Knowledge Ontario
- 2009-2010 Member, Librarian Committee, UTFA Executive, University of Toronto
- 2009-Present Member, Reference Services Committee, University of Toronto Libraries
- 2009-Present President, Faculty of Information Alumni Association, University of Toronto
- 2007-2009 President-Elect, Faculty of Information Alumni Association, University of Toronto
- 2006-2009 Director, Faculty of Information Alumni Association, University of Toronto
- 1999-2001 Member, Faculty Council, Faculty of Information, University of Toronto

### **Professional Achievement & Activities**

- 2010-Present Technology Director, SLA Toronto Chapter
- 2009-Present Marketing Coordinator, Canadian Association of Special Libraries and Information Services (CASLIS) National Executive, CLA
- 2009-2010 Alignment Ambassador, SLA Toronto Chapter
- 2009-Present Member, American Library Association (ALA)
- 2009-Present Member, International Association for Social Science Information Service & Technology (IASSIST)
- 2009-Present Member, American Society for Information Science & Technology (ASIS&T)
- 1994-Present Member, Special Libraries Association (SLA)

- 1993-Present Member, Ontario Library Association (OLA), OLITA (technology) & OCULA (academic) divisions
- 1993-Present Member, Canadian Library Association (CLA)

### Awards & Honours

- 2008 University of Toronto Arbor Award for volunteer service

### Research Interests

- The role of social media and knowledge management in specialized academic research environments;
- Strategies to support designing and building improved digital repositories;
- The Open Data movement in Canada and internationally;
- The evolution of the library profession in the age of digital collections and rapidly changing user demands.
- Mentoring new information professionals.

### Conference Presentations

- 2011 "Preparing the Future: Mentoring New Information Professionals". TRY: Seventh Annual Library Staff Conference, Toronto ON, forthcoming May 2011.
- 2011 "Open Data: It's Not Just for Geeks and Hackers" (with Jacqueline Whyte Appleby). Ontario Library Association Super Conference, February 2011.
- 2010 "How to use Design Thinking to Enable Innovation" (with Jeffrey Veffer, Brandsential). Internet Librarian Annual Conference, Monterey, CA, October 2010.
- 2010 "Fail! Learn! Share!" (with Sarah Houghton-Jan, Beth Gallaway, Andrew Shuping and Margaret E. Hazel). Internet Librarian Annual Conference, Monterey, CA, October 2010.
- 2010 "Social Knowledge Management in an Academic Research Environment - A Case Study". [IASSIST 2010](#), Ithaca, NY, June 2010 (paper accepted; did not attend due to family obligations.)
- 2010 "[Social Knowledge Management in an Academic Research Environment - A Case Study](#)". TRY: Sixth Annual Library Staff Conference, Toronto, ON, April 2010.
- 2010 "[Successful E-Publication Seeks Warm Web 2.0 Technology to Build a Future Together](#)". Co-presentation with Victoria Skelton, Head of Information Service, Centre for Industrial Relations & Human Resources, University of Toronto. TRY: Sixth Annual Library Staff Conference, Toronto, ON, April 2010.

- 2010 [“Social Knowledge Management in an Academic Research Environment - A Case Study”](#). Library Technology Conference, St. Paul MN, March 2010.
- 2009 “Social Media in the Workplace: Having Fun While Getting it Done”. CASLIS 2009 Seminar, Ottawa, ON, January 2009.
- 2009 “Creative Librarian, Creative Library, Creative Community. Creativity is Engagement. Are you Engaged?”, OLA Super Conference, Toronto, ON, January 2009.
- 2007 “Creative Entrepreneurship: Creating Opportunities in a World Full of Challenges”. OLA Super Conference, Toronto, ON, February 2007.
- 2002 “Does Your Start-up Need a Web Site?”. GSW Consultants Entrepreneurial Speaker Forum, Toronto, ON, November 2002.
- 1996 “How to Keep Your Web Site Fresh (and keep visitors coming back)”. Public Relations, Employee Communications, and Marketing on the Internet Conference, Toronto, ON, May 1996.

### Publications

- 2010 [“Open Data, Open City.”](#) *Toronto 2010 Election Series*. Martin Prosperity Institute and University of Toronto Cities Centre, September 2010.
- 2010 [“Perspectives on the Library of the Future: Notes from SLA 2010.”](#) *The Courier: The SLA Toronto Chapter Newsletter*. Summer 2010 (Vol. 47, No. 4), Summer 2010.
- 1998 Kimberly Silk & Keith Schengili-Roberts. [The Advanced HTML Companion, 2<sup>nd</sup> edition](#). AP Professional, 1998.

### Additional Information

- Natural curiosity mixed with a sense of fun and adventure.
- Exceptional Internet, social media and information technology knowledge.
- Enthusiastic early adopter of new technologies.
- Public service orientation.
- Experienced public speaker.
- Recognized leadership skills.
- Mentor for new information professionals.