

# Kimberly L. Silk

289 Davisville Avenue Toronto Ontario M4S 1H1

Office: (416) 673-8586 | Mobile: (416) 721-8955

[Kimberly.Silk@gmail.com](mailto:Kimberly.Silk@gmail.com)

[Kimberly.Silk@rotman.utoronto.ca](mailto:Kimberly.Silk@rotman.utoronto.ca)

[www.KimberlySilk.com](http://www.KimberlySilk.com) | [www.twitter.com/kimberlysilk](https://www.twitter.com/kimberlysilk)

## 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

- 2010 Strategic Information Arrangement. Continuing Education, Simmons Graduate School of Library and Information Science, May 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, Knowledge Management, Queen's School of Business, Queen's University
- 2000 Strategic Management, Schulich School of Business, York University
- Management 1: The New Manager's Course, Schulich School of Business, York University
- 1999 The Marketing Research Course, Schulich School of Business, York University
- Competitive Intelligence, Schulich School of Business, York University

## Professional Experience

- 2009-Present Data Librarian, Martin Prosperity Institute, Rotman School of Management, University of Toronto

The Data Librarian is responsible for the creation and continuous improvement of a leading edge data library, social knowledge network and physical collection which supports the Martin Prosperity Institute, research projects and partner organizations such as the Institute for Competitiveness and Prosperity (ICP). Reporting to the Research Director, this position provides data library and internal research support, enabling researchers to easily access and store data and research in a secure online environment. The Data Librarian maintains a knowledge management system and strategy to

support MPI partnerships and further the goals of the MPI. The Data Librarian supports a strong, collaborative relationship with the Rotman Business Information Centre, the University of Toronto Data and Map Library, the greater University of Toronto Library system, and data librarians world-wide.

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 Manager, 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

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

1998 Producer, Electric Library Canada, Rogers Media

1995-1998 Web Site Coordinator, Discovery Channel Canada

1994-1995 Technical Writer, Delrina/Symantec Corp.

### Teaching Activities

2010 Panelist, "Domain Specific Applications of Knowledge Media Design", Knowledge Media Design Institute Professional Development Event, March 4 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**

2009-2010	Member, Librarian Committee, UTFA Executive, University of Toronto
2009–Present	Member, Reference Services Committee, University of Toronto Libraries
2009-Present	Member, Electronic Information Resources group of the Collection Development Committee
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**

2009-Present	Marketing Coordinator, Canadian Association of Special Libraries and Information Services (CASLIS) National Executive, Canadian Library Association
2009-Present	Alignment Ambassador, Toronto Chapter, Special Libraries Association
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 and Technology (ASIS&T)
1994-Present	Member, Special Libraries Association (SLA)
1993-Present	Member, Ontario Library Association (OLA), OLITA (technology) and OCULA (academic) divisions
1993-Present	Member, Canadian Library Association (CLA)

## **Awards & Honours**

2008	University of Toronto Arbor Award for volunteer service
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## **Research Interests**

- The role of social media and knowledge management in specialized academic research environments.
- The evolution of the library profession in the age of digital collections.
- The impact of public libraries on regional economic development; applying Richard Florida's "3 Ts of Economic Development" theories to public libraries in small cities and rural areas.

## Conference Presentations

- 2010 "How to use Design Thinking to Enable Innovation." (with Jeffrey Veffler, Brandsential). Internet Librarian Annual Conference, Monterey CA, October 2010. (forthcoming)
- "Fail! Learn! Share!" (with Sarah Houghton-Jan, San Jose Public Library, Jessamyn West Andrew Shuping, Char Booth, Beth Gallaway, Sandra Stewart, Margaret E. Hazel, Kimberly Silk, Jeff Scott, and Aubrey Madler). Internet Librarian Annual Conference, Monterey CA, October 2010. (forthcoming)
- "Social Knowledge Management in an Academic Research Environment - A Case Study". [IASSIST 2010](#), Ithaca NY, June 2010 (paper accepted; declined due to family obligations)
- ["Social Knowledge Management in an Academic Research Environment - A Case Study"](#). TRY: Sixth Annual Library Staff Conference, Toronto, ON, April 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.
- ["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
- "Creative Librarian, Creative Library, Creative Community. Creativity is Engagement. Are you Engaged?", Ontario Library Association Super Conference, Toronto, Canada, January 2009.
- 2007 "Creative Entrepreneurship: Creating Opportunities in a World Full of Challenges". Ontario Library Association Super Conference, Toronto, Canada, February 2007.
- 2002 "Does Your Start-up Need a Web Site?". GSW Consultants Entrepreneurial Speaker Forum, Toronto, Canada, 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, Canada, 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 Skills**

- Exceptional Internet, social media and information technology knowledge
- Early adopter of new technologies
- Public service orientation
- Experienced public speaker
- Recognized leadership skills
- Rudimentary French language skills (written and spoken)