

## Mary-Lynn Bragg

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### Work History and Experience

#### *ThinkLoud, Inc. (formerly Reviews.com) & Information Express*

##### *Senior Product Manager – Computing Reviews & IEOnline (June 2012 – Present)*

##### *Product Manager – Computing Reviews (May 2005 – June 2012)*

- Product development planning: documentation, scheduling and communication; training and communications development; signing off on all releases. Responsible for cross-functional consultation between programming, editorial and data operations teams, and marketing group.
  - Recent major releases and projects completed:
    - Reviews.com to ThinkLoud, Inc. corporate name and domain changes (2012);
    - CR's API (2011), sales agent module and revisions to alerting system (2010);
    - IEO's 'iFill' instant fulfillment service and document archive (2010-2011).
- Client services and implementation to roster of 20-25 IEO customer accounts representing approximately 3000 end-users: evaluate needs and identify opportunities; set up platform configurations and customizations based on requirements; meet regularly to discuss upgrade options, ideas and suggestions for improvement and to present training; resolve escalations of problems or questions that affect current operation and customer satisfaction.
- Management of 4 operations staff responsible for the technical operation of both products:
  - Final point of escalation for operational queries from external stakeholders: editors, reviewers, registered users, library administrators, publishers/content providers and general public.
  - Collect and analyze usage information (statistics, user comments).
- Product evangelist for international sales agents: travel to and present product at meetings and conferences in US, Asia and Europe, as well as virtual training sessions; work with marketing to develop location and event-specific materials.
- Negotiate licensing contracts with 10 publishing partners; ensure compliance with licensing and subcontractor contracts; compile and distribute all required reporting related to contracts.
- Backup on direct site updates using CSS/HTML/SQL within ColdFusion and Perl-programmed systems; cross-trained on data loading and production systems; draft simple XML DTDs for sending data to partners.

##### *Project Manager – IEOnline (Sept 2001 – June 2012) & Computing Reviews (June 2001 – May 2005)*

- Managed launches of:
  - Computing Reviews online (2003) – new online publication with full backend electronic publishing software platform.
  - CR Reader's Module interface re-design (2004).
  - CR Hot Topics and Recommendations additions to platform (2005).
- Managed team of 6 consultants on a special project to rewrite and redesign the entire interface of IEOnline in 16-month time frame (2000-2001).

##### *Operations Manager – IE Online (Oct 1998 – Sept 2001)*

- Managed staff of three in the daily operations for online table of contents service used by more than 200 client companies, encompassing 25000+ user base.
  - Streamlined daily operations and implemented new systems to increase revenue, achieved 300% increase in revenue in first year, maintained new level of revenue in conjunction with sales support efforts.

*Marketing & Training Librarian – IE Online (Jan 1998 – Oct 1998)*

- Developed internal marketing plans and associated collateral then executed plan at various client sites, including presentations, open houses and training seminars.

*BrightLight Services - Owner (founded Feb 2010)*

- Provide outsourced bookkeeping, freelance project management, coaching and operational support to small businesses and freelancers.

*KRSource One / Knight Ridder Information / Dialog*

*Project Manager – Knight Ridder Information / Dialog Corporation, New York NY (March – Dec 1997)*

- Proposed and implemented pricing and process changes to reengineer company operations in document delivery division.

*Research Librarian / Team Manager – KR SourceOne (July 1996 – March 1997)*

- Obtained difficult to locate documents for international and government customers.

## **Education**

Master of Library and Information Science, University of Western Ontario, Canada – graduated 1996  
Honours Bachelor of Arts (History), Queen’s University, Canada – graduated 1993

### Certifications:

Certified Scrum Master, Oct 2012

## **Computer and Technical Skills**

Website development: HTML/CSS, XML, basic SQL  
CRM and Project Management: Salesforce, Basecamp, Trello  
Accounting: Quickbooks, Freshbooks  
General Office: Word, Excel, PPT/Keynote, Prezi

## **Professional Associations, Continuing Education and Activities**

### Professional Associations:

Special Library Association – 1996-present

For the Silicon Valley/San Andreas Chapter:

Chair, Website committee – 2007-2008; Director, San Andreas Chapter – 2004-2006; Chair,

Professional Development Committee, San Andreas Chapter – 2003-2004

Awarded: Mark Baer Award, 2007 (recognizes Chapter contributions that year)

Association of Computing Machinery – 2000-present

### Continuing Education - UC Berkeley Extension Courses:

Financial Accounting – 2009

Intellectual Property Law – 2003

Systems Analysis and Design – 2000

### Volunteer Activities:

Court Appointed Special Advocate (CASA) – 2008-2012

United States Curling Federation certified instructor, Level 1