

EMILY SUTER RANSFORD

475 SIERRA VISTA CARBONDALE, CO 81623

970-309-0093 mobile

email: esransford@mac.com

www.linkedin.com/in/emilysuterransford

EXPERIENCE AND ACHIEVEMENTS

- 12+ YEARS PROJECT LEAD AND COMMUNITY DEVELOPMENT ADVISOR
- 10+ YEARS PRODUCT MANAGER AND MARKET ANALYSIS, SOFTWARE
- 10+ YEARS WORKING WITH DISTRIBUTED TEAM MEMBERS WOLRDWIDE
- SUN LEADERSHIP AWARD:
OPENSARC TEAM FOR LAUNCHING AN INNOVATIVE PROJECT IN RECORD TIME

PROJECT HIGHLIGHTS AND SKILLS

PROJECT LAUNCH CONTENT EDITOR	Firefox OS, Mozilla Corporation (contract, as ESResources LLC) Develop launch materials for Mobile World Congress 2012, including FAQs, copy website, and animation clips. Write follow-up project management plan for Persona.
OPEN SOURCE ADVISOR	CableLabs' OpenCable project (contract) Advise open source strategies and implementation.
LEAD PROJECT MANAGER, SUN	Java.net Define, develop, and launch all-new strategy and site for Java developers. OpenSPARC Launch strategy for Industry's first open source chip design. Java Open Source Develop website and its content for Java open source project announcement.
COMMUNITY BUILDING	Community Mentor Train engineers and marketing staff to implement strategies for growing a loyal, engaged developer community. Community Governance Design Develop documents for Jini, JXTA, Java.net, and OpenSPARC.
LICENSING	Sun License analysis and development Team with Bill Joy, Mike Clary, and Dick Gabriel. Develop and market re-introduction of Sun open source. Sun license advisor consult product managers on new project license choices and strategies including JXTA, Java.net, Java SE, OpenSPARC.
TRADEMARK STRATEGIES	Trademark / Naming Resolution contact for Java trademark infringements. Develop website to enable legal use of logos. Co-lead for team to evaluate naming choices for Jini and open source Java technology project.
BUSINESS MODELS	Review business models Evaluate relevance of open source business models.
WEBSITE DEVELOPMENT	Site Design Review and develop infrastructure and design (Java.net, Java). Code Exchange Review options for CMS and code exchange (OpenSPARC). Content Manager Co-led Open Source Java launch.
DOCUMENTATION	Wiki project Write and edit internal open source best practices "playbook".
CONFERENCE DEVELOPMENT	Open Source Summit Chair Define, recruit, evaluate and execute 2-day summit to share open source strategies within Sun. JavaOne Track Lead Solicit, review, and schedule open source sessions.

continued

ADDITIONAL EXPERIENCE

**2009-PRESENT
 ESRESOURCES, INC.**

Project Consultant for local campaigns, including

- **Market research:** Review / analyze sources similar to new Stock Financial Analysis program developed by law firm, Ken Ransford PC
- **Capital Campaign outreach:** Support local charter school using social networks to help raise \$12M in capital funds to rebuild its campus.

**PREVIOUS PROJECTS
 AND EMPLOYMENT**

Project Manager, Open Source Marketing Sun Microsystems

Director of Marketing and Product Manager Hitachi Software, Boulder CO
Develop and market text and graphic conversion software for AutoCAD

Travels in Asia
Extensive travel in Asia with my husband and a backpack

CAD Sales, Computers for Design, Denver, CO
Sell and train CAD software, including AutoCAD and Intergraph

College Textbook Sales, Macmillan Publishing Co.
Achieved 2nd highest sales increase in country (of ~200)

PERSONAL

Traveling, Skiing, Kayaking, Sailing, Education, Kids (have 2), Reading, Social Networks

EDUCATION

B.A. COMMUNICATIONS:

University of New Hampshire, Durham
Communications Major

PRODUCTIVITY SKILLS

OFFICE SOFTWARE:

MS Office: Word, Excel and PowerPoint;
 WordPress, Drupal CMS; Google Docs; Evernote,
 Skype, Yammer, Vidyo
 Adobe InDesign, Photoshop & Illustrator

REFERENCES

PATRICK FINCH	Mozilla Corporation	patrick.finch@gmail.com
DAVID MARR	V.P. Legal Counsel, Qualcomm	david.marr@gmail.com
SIMON PHIPPS	Principal, Meshed Insights & Knowledge	simon@sphipps.com