

# EMILY SUTER RANSFORD

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## 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

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

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## 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

<b>PATRICK FINCH</b>	Mozilla Corporation	<a href="mailto:patrick.finch@gmail.com">patrick.finch@gmail.com</a>
<b>DAVID MARR</b>	V.P. Legal Counsel, Qualcomm	<a href="mailto:david.marr@gmail.com">david.marr@gmail.com</a>
<b>SIMON PHIPPS</b>	Principal, Meshed Insights & Knowledge	<a href="mailto:simon@sphipps.com">simon@sphipps.com</a>