

# Martha Lane

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## Experience

1999-2001 Contracting Activities

- **Company A-** Research of e-business companies, business models and trends.
- **Company B-** Creation of taxonomy for technical intranet sites. Testing and evaluation of various software solutions for content management. Construction of queries and identification of appropriate training materials for neural network based solutions.
- **Company C-** Competitive analysis of 28 Internet navigational tool companies and their products. Included analysis of features, target users and market positioning.

1998-1999 Bigcompany Bigcity, CA

Business Information Specialist

- Research, synthesis and analysis of business information relating to banking, retail, e-commerce, electronics, pharmaceutical, medical and mining industries.
- Conducted extensive online research using a variety of tools: Internet, Dialog, Nexis, Dow Jones, Bloomberg, SDC and Compustat.

1997-1998 XYZ Company Smallcity, CA

Manager, Technology Information and Research

- Participated on project teams assessing emerging technologies, applications, trends and competitors.
- Wrote monthly summaries and analyses of relevant industry events and presented to Company staff.
- Provided weekly summaries of relevant competitor, supplier, technology and industry events to the Vice President of Strategic Technology department.
- Research and development of content for external presentations given by senior management.
- Project lead and management of departmental knowledge management project that included the participation and contributions of outside consultants, an internal cross- functional team and an executive Steering Committee.

1994-1997 XYZ Company

Manager, Research Group

- Managed the information center and research group. The group provided research support for all functional areas within the company: engineering, marketing, public policy, strategy, business development, research and development, international and operations.
- Developed and expanded research services and deliverables. Led outreach activities to other departments. Implemented an internal web page for the group and developed promotional materials for internal marketing activities.
- Evaluated market and secondary research materials for relevance, value and quality. Managed budget and coordinated multi-departmental purchases of research materials, electronic and consulting services.

- Hired, trained, developed and supervised professional and paraprofessional staff.
- Provided clients with synthesis, summary and analysis of research results.
- Established procedures to measure customer satisfaction and efficiency in responding to requests. Produced reports demonstrating the group's value to the company.

1992-1994                      Bigcompany/ XYZ

Librarian

- Responded to research and reference requests of Bigcompany staff utilizing online and other resources.
- Catalogued new acquisitions and internal documents.
- Administered the collection of materials, acquisition and circulation.

**Special Projects**              Bigcompany/ DisCo

**Manager, Market Research for joint venture DisCo PCS Mystate**

- Monitored Mystate Public Utility Commission meetings.
- Wrote position papers on state regulatory issues.
- Research of regulatory issues, competitors and market demographics.
- Assisted in research and writing of marketing plan.
- Developed presentation content for Vice President/ General Manager.

**Library Management**

- Designed and implemented a "virtual" document library for engineering staff at DisCo's headquarters. Completed needs assessment, outlined work plans and budget. Created database of documents and documentation for its use and maintenance.

**Training**

- Conducted training needs assessment for technical personnel in Bigcompany's Los Angeles operation. Interviewed over twenty managers and directors, summarized their input and produced a report incorporating my recommendations.
- Co-facilitated with Organizational Training and Development staff in-house course on Career Communications.
- Coordinated team of internal experts to offer end-user Internet searching seminars.

Education

- M.L.I.S, University of California, Berkeley
- M.A., History, San Francisco State University
- B.A., History, San Francisco State University