



Brunella Longo's Curriculum Vitae

Information Management Adviser, Prince2 Practitioner, Independent Scholar

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Profile

I am an **Information Management Adviser** with more than twenty five years of experience. I offer advice on standards, systems, technologies, indexing, preservation, communication and educational policies mainly for **change management** and development goals, to make people able to work with complex and uncertain data in simple and effective ways. I have a peculiar expertise in political, legislative, governance and innovation aspects of information processes and workflows.

Authors of three books and several articles and papers, since 2002 and particularly in the last three years, I have investigated corporate and individual behaviours for **cloud computing governance** and for **records management literacy**. I called this field **data project management** for which I provide specific advice in order to overcome the jungle of existing technical standards and project management methodologies and to prevent, early detect and report **cybercrime and corporate frauds**.

I am also an experienced **Project Manager**, qualified as **Prince2 Practitioner**, employable ad interim in any sector that requires a solid IT entrepreneurial and research background. Enthusiast Champion in continuous learning myself, I motivate others to embrace new endeavours and to review, audit and benchmark deliverables and tasks using reliable sources and technologies of collaboration. Keen on adopting an **Agile** approach for development of software solutions, I always keep strong attention on compliance, assurance and earned value of iterations.

I have a strong knowledge of consolidated standards and best practices and a distinctive **problem solving** capability, acquired working as an employee or a consultant for corporate business intelligence and educational customers, that makes me easy to design, implement and develop efficient, creative, **original solutions** in cataloging, indexing, taxonomies and classifications, reference and enquires services, e-Learning platforms, instructional design, search, social media and web data architectures.

Work Experience Timeline

Mar 2011 - present: **Information Management Adviser**, sole proprietorship, London

Jan 2009 - Feb 2011: **Career Break: CPD, Volunteering, Research**, London

- ▶ Activities detailed at <http://www.brunellalongo.co.uk> - see Portfolio and Publications

Jul 1995 – Dec 2008: **Founder, Owner, Internet Consultant and Contractor at Panta Rei™ / Palestra Internet™ Srl**, Milano (vat numbers 11724050155 ceased in April 2007 and 06044960968 ceased in December 2008). Managed programmes included:

- ▶ 1997 – 2008: Training and **E-Learning** Agency Palestra Internet Panta Rei.
- ▶ 1998 – 2003: Internet / Intranet Programme, **Virtual Bookshop** and **Journals** database, Elsevier Masson, Milano.
- ▶ 1999 – 2001: Internet and **new media** developments, Emi Music Italy, Milano.
- ▶ 1998 – 1999: New **Procurement** and Web **Communication**, Federfarma, Roma.
- ▶ 1996 – 1999: **Internet / Intranet Programme**, Assap/Assocomunicazione, Milano.
- ▶ 1995 – 1997: Design and prototyping of **Web services**, Il Sole 24 Ore, Milano.
- ▶ 1995 – 1997: **Library and documentation centre**, Telecom Italia, CSSS, Venezia.

Apr 1995 - May 1995: **Assistant to the President at Video on line**, Cagliari:

- ▶ Resource Management for the startup of an internet provider company.
- ▶ Feasibility studies and Information Design strategies.

Jan 1990 - Mar 1995: **Head of Documentation Centre**, at Fininvest, Milano. **Activities included:**

- ▶ Startup and management of an integrated **corporate library** and information centre (broadcasting, publishing, cinema, advertising).
- ▶ Recruiting and training of information officers and administrative staff.
- ▶ Design, implementation and maintenance of **a thesaurus and a special classification** in the multimedia / audiovisual sector.
- ▶ Selection of **national and international suppliers** of books, journals, grey literature, databases, s/w; negotiation of **licensing contracts** at a corporate level.
- ▶ Design and implementation of **cataloguing, abstracting and indexing procedures**, policies and databases accessible through local and wide area networks, diverse platforms, intranets. **Outsourcing** of descriptive cataloguing and other records management duties.
- ▶ Writing business and marketing **desk research**, answering legal documentation **inquiries**, producing **newsletters** and other internal **information products**.
- ▶ Leading **small projects** (4 up to 40 people) dealing with assessment and validation of external sources, new media research and information sharing goals at corporate level.

1988 – 1990: **Information Officer** at JWT (J. Walter Thompson Italy Spa), Milano.

Activities included:

- ▶ Startup and management of an information unit within the strategic planning department dealing with documentation from a **variety of sources covering current trends** in business, marketing, consumer and social research;
- ▶ answering **information enquires**;
- ▶ abstracting and indexing of **magazines and journals**;
- ▶ design and develop of a database with integrated **full text retrieval** features;
- ▶ writing **newsletters** and other “alerting”, proactive information products;
- ▶ selection and management of **suppliers** of periodicals, databases, software.

1986 – 1987: **Cataloguer Project Coordinator**, Public Library, Piadena, Cremona.

- ▶ Cataloguing and classification of a 11.000 Collection including **ancient books** and **non book materials**.
- ▶ **Training** of **volunteers** on ISBD descriptions.

1982 – 1987: **Part time librarian**, State and Municipal Library, Cremona.

- ▶ Inventory, acquisitions, cataloguing, circulation of a **library system collection**;
- ▶ **cultural events**;
- ▶ **training of librarians** on cataloguing and classification.

Linguistic competence

- ▶ Italian: Mother tongue.
- ▶ English: Fluent.

Publications

Author of three books and several articles and papers in Computing, Library and Information Sciences, see <http://www.brunellalongo.co.uk> - Page *Publications*.

Subjects include: library automation, online databases, ebooks and electronic publishing, copyright, competences of information professionals, information literacy, records management, intranets and other technologies of collaboration, information policies.

Full CV

Available at <http://www.brunellalongo.co.uk>.