

# JABIN WHITE

106 Quaker Lane  
Villanova, Pa. 19085

Home: (610) 525-1803  
[jabin@jabin.com](mailto:jabin@jabin.com)

---

## SUMMARY

Senior Electronic Publishing Executive with a unique blend of technical, management and communication skills. More than 12 years of demonstrable experience in electronic publishing.

- Frequent public speaker on XML (extensible markup language) and related technologies.
- Deep experience in publishing technologies, markup languages and content management.
- Co-Founder, Philadelphia XML Users Group.
- Chair, MedBiquitous Consortium Point of Care Learning Working Group
- Strong reputation and contacts within the STM publishing community

## PROFESSIONAL EXPERIENCE

**SILVERCHAIR, Inc.,** Villanova, PA

**February 2006-Present**

*Vice President for Product Development (Feb. 2006-October 2007)*

*Vice President of Marketing (October 2007 to present)*

- Work in a strategic leadership role to help customers evaluate their content assets, advise on relevant technologies, and collaboratively determine product and process development opportunities.
- Lead Silverchair's strategy development for delivering content into digital healthcare workflow tools.
- Work to promote Silverchair services to both current and potential clients, including explaining and educating clients on the value of Silverchair's semantic markup capabilities

**Elsevier,** Philadelphia, PA

**October 2000-January 2006**

*Executive Director, Electronic Production*

Led US-based Electronic Production operations for health sciences division of global publisher. Managed teams that support the content and application management of such platforms as **MD Consult**, **Mosby's Drug Consult**, and the American Board of Medical Specialties (**ABMS**) production system. Helped define company's content structures and standards in XML and related content standards.

- Completed re-organization and improved service levels of multimedia production group from a two-location, two-process paradigm to a seamless department with one process in multiple locations.
- Helped organize Elsevier DTDs (Document Type Definitions) into a modular framework from which multiple DTDs could be authored, creating cost savings and lowering maintenance effort.
- Managed transition of processes of US Electronic Production group (Harcourt) to more closely align with the processes of the existing Elsevier infrastructure.
- Established company's first handheld publishing capabilities, for Palm and PocketPC platforms.

**Unbound Medicine, Media,** PA

**May 2000-October 2000**

*Content Specialist*

- Oversaw all aspects of company's use of XML and related standards.
- Wrote DTD for company's first "Unbound" family of products.
- Served as content liaison between authors and company.
- Charged with building authoring system to allow authors to submit structured content for a variety of products.

**Lippincott Williams & Wilkins**, Philadelphia, PA

August 1997–May 2000

**Senior Manager, SGML/XML Group**

- Initiated and oversaw company's SGML/XML initiative, including education/marketing program on SGML for all employees
- Conceptualized and led design of customized version of MS Word (internally called Edit2000) to enable SGML tagging by non-SGML editors
- Managed SGML conversion project consisting of 151 medical and nursing journals for output on platforms such as Ovid and HighWire, and for internal use

**Mosby**, St. Louis, MO

August 1995–August 1997

**Database Publishing Editor; and Editor I**

- Managed all aspects of *Mosby's GenRx* CD-ROM, including production, assistance with marketing strategies, and coordination of technical support
- Designed and implemented Mosby's first "unlockable" CD-ROM product
- Named Mosby "Star Performer" in September, 1996

**Current Medicine**, Philadelphia, PA

1994-1995

**Editorial Assistant**

- Assisted in development of new projects, including Wooliscroft: *Current Diagnosis and Treatment*
- Responsible for all administrative aspects of two projects; Mandell: *Atlas of Infectious Diseases* and Yanoff: *Atlas of Ophthalmology*

**EDUCATION****Bachelor of Arts, History**, Wake Forest University, Winston-Salem, NC**Masters in Business Administration**, Pennsylvania State University, Great Valley/Malvern, PA**PRESENTATIONS & ARTICLES**

- Keynote Speaker, CENDI/NFAIS Conference, [The Search Imperative](#), November, 2007
- SSP 2005: "Interweaving Print and Online Content," <http://www.sspnet.org/files/public/White.pdf>
- SSP 2004: "Managing Change in Publishing", [www.sspnet.org](http://www.sspnet.org)
- XML 2001 Conference: "Getting XML from a Non-XML Workforce", <http://www.idealliance.org/papers/xml2001/papers/html/06-03-02.html>
- DCL Newsletter: "XML is King", [http://www.dclab.com/jabin\\_white.asp](http://www.dclab.com/jabin_white.asp)
- BookTech Magazine: "Elsevier Slips into Something A Little More Customized," <http://www.printmediamag.com/doc/284464477100705.bsp>
- All presentations available on web site: <http://www.jabin.com/presentations.html>

**TECHNICAL TRAINING/SKILLS**

Expert in Microsoft Office Suite  
 Proficient with several HTML and XML Editors  
 Quark Xpress, Adobe FrameMaker+SGML

**Programming Skills:**

PERL

ASP (Active Server Pages)

Adobe PhotoShop

Designed several web pages, including:

[www.jabin.com](http://www.jabin.com)[www.billrettberg.com](http://www.billrettberg.com)[www.giannis.com](http://www.giannis.com)[www.behmerwald.com](http://www.behmerwald.com)