

# Eduardo M. Tinoco

## CURRICULUM VITAE

Associate University Librarian  
USC Libraries  
Seaver Science Center  
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University of Southern California  
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### EDUCATION

University of Southern California – Los Angeles, California

Beginning Term: Fall 2014  
Degree: Doctor of Education  
Concentration: Higher Education  
School: Barbara J. and Roger W. Rossier School of Education

San Jose State University - San Jose, California

Master of Library and Information Science, 2000

California State University, Northridge - Northridge, California

Bachelor of Arts, English, 1995

### OTHER EDUCATION

Harvard University – Cambridge, Massachusetts

Graduate School of Education, Harvard Institutes for Higher Education  
Leadership Institute for Academic Librarians, 2012

United States Army - Fort Benning, Georgia

Basic Non-Commissioned Officers Course, US Army Infantry Center, 1987  
Primary Leadership Development Course, US Army Infantry Center, 1987  
Ranger Course 12-86, Headquarters, Ranger Training Brigade, 1986

### PROFESSIONAL POSITIONS

**Paralyzed Veterans of America Research Foundation Corporation**, Washington, DC

Jul. 2014 – Dec. 2017      MEMBER, BOARD OF DIRECTORS, PVA RESEARCH FOUNDATION

Selected by the members of the PVA Research Foundation Corporation to serve as a member of the Board of Directors of the PVA Research Foundation. The primary responsibility of the Board is to choose the Research Foundation grant recipients.

**University of Southern California**, Los Angeles, California

**Mar. 2004 - Present**

Jul. 2014 – Jan. 2015      ASSOCIATE UNIVERSITY LIBRARIAN, USC LIBRARIES

Granted a six-month research leave, after completing a three-year administrative appointment of Associate Dean, to review USC's infrastructure for providing academic support, evaluate campus climate, and review services to student veterans, military service members, and those eligible for the Post 9/11 GI Bill.

Apr. 2014 - Present

FACULTY AFFILIATE, THE JUDITH AND JOHN BEDROSIAN CENTER ON GOVERNANCE AND THE PUBLIC ENTERPRISE

[The Bedrosian Center](#) serves as:

- A focal point for the discussion of pressing issues the nation faces regarding how the public sector can work better.
- A conduit to best practices and cutting edge thinking about managing institutions and implementing policy are made known broadly.
- A center of education for public sector principals and staff with the goal of improving government effectiveness in implementing policy. (Source: Bedrosian Center website)

Jul. 2011 – Jun. 2014 ASSOCIATE DEAN, PUBLIC SERVICES, USC Libraries

Three-year administrative appointment. Working with the support of two assistant deans and four directors, was responsible for providing the vision, leadership, and direction to USC Libraries Public Services. Ensured the overall effectiveness, administration, and operation of thirteen separate branch libraries. Primary responsibility for the financial oversight of staff, student wages, and materials and supplies budgets for public services totaling close to \$3.5M. Continuously evaluated workforce planning efforts, considered staffing needs and sought new positions as necessary. Ultimately was accountable for the work of 40 staff and 42 librarians and approximately 52 FTE student assistants.

Mar. 2004 – Jun. 2011 BUSINESS & ECONOMICS LIBRARIAN, USC Libraries

Primary liaison to PhD and faculty at the Marshall School of Business in support of their research needs. Provided assistance in all aspects of the research process, to include data retrieval, database instruction, and database acquisitions. Selector for accounting, business, economics, and sports studies collections funds. Instrumental in providing USC Marshall with detailed analysis of comparable electronic resource usage by peer institutions. Delivered research support, reference, and instructional services to the Marshall School of Business, Leventhal School of Accounting, and others at the University who use business information including alumni and the general public.

**California State University, Northridge**, Northridge, California

Sep. 2001 – Jan. 2002 SENIOR ASSISTANT LIBRARIAN, Reference & Instruction (PT)

Worked during the fall 2001 semester as a part-time night reference librarian. Provided reference services to students, faculty, staff and general public.

**Lehman Brothers, Inc.**, Los Angeles, California

Oct. 2000 – Mar. 2004 REFERENCE LIBRARIAN, Business Information Services

Sole librarian responsible for providing research support to investment banking analysts and managing directors who worked in the technology, entertainment industry, private placements, mergers and acquisitions, financial institutions and industrials sectors. Extensive experience with company, industry and high-net worth, and market research.

**Motion Picture Association of America, Inc.**, Encino, California

Jan. 1995 – Sep. 2000 INTERNET INVESTIGATIONS DATABASE COORDINATOR,  
Worldwide Anti-Piracy Department

Created and maintained Access databases to track copyright infringing sites of MPAA member companies' products. Identified ISPs and domain origins and worked with the legal department to provide "seize and desist" letters to .com and .edu sites hosting possible digital piracy.

**GOVERNMENT SERVICE**

**CITY OF LOS ANGELES**

May 1, 2012 Los Angeles Public Library – City Librarian  
Selection Committee Panel

Nov. 2011 – Sep. 2013 Commissioner, Board of Library Commissioners  
Appointment made by Mayor Antonio Villaraigosa  
Confirmed by the LA City Council on November 29, 2011

**UNITED STATES ARMY**

Enlistment (Rank at Separation: E5/SGT)

Jul. 1985 – Feb. 1988 6<sup>th</sup> Ranger Training Battalion, Ranger Training Brigade  
Eglin Air Force Base, Florida

Mar. 1984 – Jul. 1985 3d Ranger Bn., 75<sup>th</sup> Ranger Regiment  
Fort Benning, Georgia

**PUBLICATIONS**

**Articles:**

["Original Darby Ranger, James McVay, 89, Passed Away May 24, 2012."](#) *Patrolling*. 75<sup>th</sup>  
Ranger Regiment Association: Columbus, GA. Vol. 27 No. 1&2 (2012): 126.

["Rest in Peace Ranger McDowell."](#) *Patrolling*. 75<sup>th</sup> Ranger Regiment Association: Columbus,  
GA. Vol. 23 No. 1 (2008): 20.

["Commencement at USC Plus Military Commission Equals Dedication."](#) *Simi Valley Star*. Scripps  
Newspaper Group: Simi Valley, CA. (May 13, 2005): B9.

"Chief Daryl Gates: Unacceptable Actions Again." *El Vaquero*. Glendale Community College:  
Glendale, CA. (March 1, 1991): 4.

## **Reviews:**

[Tinoco, E.M.](#) "Manweller, Matthew, ed.: Chronology of the US Presidency: v1: George Washington through James Knox Polk; v2: Zachary Taylor through Benjamin Harrison; v3: William McKinley through John F. Kennedy; v4: Lyndon Baines Johnson through Barrack Hussein Obama Jr." *Choice: Current Reviews for Academic Libraries*, 50.1 (September 2012): p54.

[Tinoco, E.M.](#) "Fredriksen, John C.: Fighting Elites: A History of U.S. Special Forces." *Choice: Current Reviews for Academic Libraries*, 49.7 (May 2012): p1623.

[Tinoco, E.M.](#) "Gutek, Gerald: Pathways to the Presidency A Guide to the Lives, Homes, and Museums of the U.S. Presidents." *Choice: Current Reviews for Academic Libraries*, 49.4 (Dec 2011): p656.

[Tinoco, E.M.](#) "Chapman, Peter. The last of the imperious rich: Lehman Brothers, 1844- 2008." *CHOICE: Current Reviews for Academic Libraries*, 49.2 (Oct. 2011): p358.

[Tinoco, E.M.](#) "Johnson, Stephen K.: The Harvard Business Review annotated bibliography: all articles, 1922 through 2007, with indexes to authors, titles and subjects." *CHOICE: Current Reviews for Academic Libraries*, 48.5 (Jan. 2011): p873.

Tinoco, E.M. "International Trade Data Network." *CHOICE: Current Reviews for Academic Libraries*, 47.12 (Aug. 2010): p2302.

Tinoco, E.M. "Che Guevara Speaks to the Youth." *Criticas: an English Speaker's Guide to the Latest Spanish Language Titles. Library Journal*: Chicago, IL. Vol. 1 no. 2 (2001): 39.

## **Other Publications – Selected:**

"Army Ranger Reflects on Death of Young War Vet." *Simi Valley Acorn*. J.Bee NP Publishing, Ltd.: Agoura Hills, CA. September 12, 2008.

"Learning from Presidential Biographies." *Los Angeles Times*. Tribune Company: Los Angeles, CA. February 23, 2006.

Steinbeck Today. *Steinbeck Studies*: The Center for Steinbeck Studies. San Jose, CA. Vol. 13, No. 2. (2002).

"It's Not the Beret." *Simi Valley Star*. Scripps Newspaper Group: Simi Valley, CA. June 2001.

"We Few...." *Patrolling*. 75<sup>th</sup> Ranger Regiment Association: Columbus, GA. Summer 2001.

"Discipline Must Factor In Winning Equation." *The Burbank Leader*. Glendale News Press: Burbank, CA. June 12, 1991.

"Gates Must Resign for LAPD to Re-earn Trust." *El Vaquero*. Glendale Community College: Glendale, CA. March 29, 1991.

"US Response to Mideast Terrorism." *Los Angeles Times*. Times Mirror Co.: Los Angeles, CA. August 5, 1989.

## PROGRAMS

**Volunteer:** 2<sup>nd</sup> Annual Serving Those Who Have Served, Veteran Hiring Event, University of Southern California, Los Angeles, CA. May 29, 2014.

**Workshop:** USC Council of Academic Advisors Conference, “Fight On! For Outstanding Advising.” University of Southern California, Los Angeles, CA. May 28, 2014.

**Volunteer:** Serving Those Who Have Served, Veteran Hiring Event, University of Southern California, Los Angeles, CA. March 20, 2013.

**Program:** “Just Food and Fair Food: a Multidisciplinary Exploration.” USC Visions & Voices: The Arts and Humanities Initiative. Organized by Chimene Tucker, Sue Tyson & Eduardo Tinoco. University of Southern California, Los Angeles, CA. March 1, 2013.

**Panel:** 2013 Chinese American Librarian Association, Southern California Chapter, Annual Conference. “What Does It Mean to Be a Librarian Today and in the Future?” Monterrey Park Bruggemeyer Library, Monterrey Park, CA. February, 21 2013.

**Panel:** Sydney Harman Academy of Polymathic Study/ROTC Polymathic Pizza Event: “Is Troy only a good name for a football team? Or does it hold a deeper meaning for USC? And if so, what exactly does Troy signify?” Doheny Memorial Library, USC Sydney Harman Academy of Polymathic Study, April 24, 2012.

**Host:** Thomas Steinbeck, Vietnam Veteran and author visit, conversation & book signing at the University of Southern California, Los Angeles, CA. November 11, 2011.

**Panel:** “Campus Conversations – Honoring USC Veterans.” USC Campus Center Grand Opening Week. Tutor Campus Center Forum, University of Southern California, Los Angeles, CA. September 1, 2010.

**Panel:** “Taking Charge of your Career in Today’s Job Market.” USC Career Planning & Placement Center. USC Student Affairs Alumni Association, University of Southern California, Los Angeles, CA. October 2008.

**Presentation:** to USC Libraries Faculty and Staff, “Introduction to Business Resources” as part of Reference Workshop Training Series, with John Juricek. April 2008.

**Poster Session:** “Joining Voices, Sharing Visions.” California Academic Research Libraries, Diversity in Academic Libraries Interest Group. University of Southern California, Los Angeles, CA. May 2007.

**Exhibit:** “Steinbeck Centennial.” Simi Valley Public Library Display. Simi Valley, CA. March 2002.

## SELECTED RESEARCH WORKSHOPS AND PRESENTATIONS PROVIDED

Provide library information workshops and database instruction to faculty, PhD, and MBA students using the library specialized software programs, resources, and databases used in higher-level research. Give instructional support to constituencies outside USC Marshall, such as the Office of the Vice Provost Corporate Director group, USC Alumni Association, and the general public.

- Advancement Research Directors – Office of the Vice Provost for Research
- Clinical & Translational Sciences Institute – LAB-CTSI, Children’s Hospital LA
- Sierra Canyon High School, Peak Week, Entrepreneurial Business Research Workshop
- Sierra Canyon School, 5<sup>th</sup> Grade, USC Visit State Research Workshop & Tour
- USC Latino Alumni Association Scholars Welcome Retreat
- USC Leventhal School of Accounting Summer Leadership Program
- USC Libraries Delivering “Knock Your Socks Off” Customer Service
- USC Libraries Graduate Library Survival & Research Orientation
- USC Marshall Executive MBA Library Workshop and Research Instruction
- USC Marshall MBA, PhD, Faculty Library Resource Orientation
- USC Marshall PhD SDC Platinum Workshop and Research Instruction
- USC Marshall Undergraduate Advising Office & Office of International Services

## SELECTED INVITED LECTURES

Extensive experience in providing library instruction to a variety of disciplines and courses at the undergraduate and graduate levels. Work with teaching faculty to provide customized hand-outs detailing search strategies, sample searches, and utilization of the most relevant resources.

### **Annenberg School of Communications and Journalism:**

APOC 564, COMM 204, CMGT 540, JOUR 517, JOUR 581, JOUR 599

### **Marshall School of Business Undergraduate:**

BUAD 302, BUAD 307, FBE 421, FBE 437, WRIT 340

### **Marshall School of Business Graduate:**

FBE 524, FBE 529, FEB 533A, GSBA 580, GSBA 582, MOR 604

### **Other:**

WRIT 140, PHED 165, WRIT 340 for Social Science, SOWK 534, LAW 632

## PROFESSIONAL AFFILIATION

Academic Business Library Directors (2007-2008)

American Library Association (2012- )

Association of College and Research Libraries (2012- )

California Academic Research Libraries, (2004- )

Executive Board, served as Director-at-Large, Private Institutions, (2007-2009)

Member, California Academic Reference Librarians Discussion Interest Group (2011- )

Member, Diversity in Academic Libraries Group (DIAL), (2004- )

The Friends of the USC Libraries, Member, (2004- )

Reviewer for *Choice: Current Reviews for Academic Libraries* (2010-2014)

## EDITORIAL ACTIVITIES

- **Editorial Board**, *Choice*, Association of College & Research Libraries, Chicago, IL (2014-2016)
- **Editor**, Worldwide Army Ranger Association Newsletter: Columbus, GA (2007-2009)
- **Associate Editor**, *Patrolling*, 75<sup>th</sup> Ranger Regiment Association: Columbus, GA. (2007-2009)

## SERVICE

### Service to the University of Southern California:

- USC Military Initiative Committee (2014- )
- USC Veterans Alumni Network, Faculty Advisor (2013- )
- Video@USC Task Force (2013)
- University Calendar Committee (2012- 2014)
- Joint Academic Senate/Provost Libraries Committee (2011- 2014)
- Committee on Information Services (2011-2012)
- President Nikias, USC Ambassador (2010- )
- Committee on Non-Tenure Track Faculty Affairs (2009-2011)
- USC Student Veteran Committee (2009-2013)
- USC Student Veterans Association, Faculty Advisor (2008-2013)
- USC Office of the Provost, Diversity Liaisons Meeting (2008)
- Committee on Information Services (2008-2009)
- President Sample, USC Ambassador (2007-2010)

### Service to the USC Libraries – Selected:

- Chair, Doheny Memorial Library Assistant Manager search (2013)
- Chair, Project Specialist – Administrative phone screening (2012)
- Member, Faculty Review Committee for Contract Librarians (2012)
- Member, Library Operations Working Group (2012-2014)
- Member, Technology Operations Committee (2011-2014)
- Library Faculty Council, Member-at-Large (2010-2011)
- Library Faculty Peer Review Panel (2010-2011)
- Chair, USC Libraries Faculty Elections Committee (2009)
- Strategic Plan Project Team Home Page, E-resources & Subject Access (2009)
- Strategic Plan Implementation Task Force to Improve Usability of Electronic Resources Interface for Access in All Languages (2008-2009)
- Strategic Plan Implementation Task Force to Enhance Hardware and Software Support to Library Faculty, Staff and Users (2008-2009)

### Service to USC Marshall School of Business:

- BCD Conference Welcome Ambassador – USC Marshall AIS (2010)
- USC Libraries Liaison for Faculty and PhD Research (2008-2011)
- Research Committee Member (2006-2008)
- Hoffman Hall Emergency Evacuation Team (2005-2011)
- Academic Information Services Senior Staff (2005-2008)

## **Service to the Community:**

- 75<sup>th</sup> Ranger Regiment Association – life member  
Serve as the Association’s State Coordinator for Southern California.
- Atherwood Elementary School Site Council, Simi Valley, CA (2002-2004)
- Disabled American Veterans – life member
- Paralyzed Veterans of America – life member
- US Army Ranger Association – life member  
Served as Secretary (2013-2014)
- Simi Valley Unified School District GATE Advisory Committee (2004)
- Volunteer High School Football Coach (1980-1983; 1988-1992)  
John Burroughs High School, Burbank, CA  
Village Christian High School, Sun Valley, CA

## **CONSULTING**

Retained by Advanced Information Management and served as a high-level researcher assigned to the Chief Strategy and Finance Officer, Decurion Corporation and President, Robertson Properties Group to provide research training, database instruction, and searching strategies. (2008)

Jim Skrumbis, Sierra Canyon High School Foundation, Head of School, requested a detailed proposal showing the necessary steps to establish library services within a new building of the Sierra Canyon High School in Chatsworth, California. The RFP submitted provided the necessary actions steps to have the library operational in time for the September 2007 opening. (2006)

## **AWARDS AND HONORS**

- Dr. Verna B. Dauterive and Peter W. Dauterive Endowed Scholarship (2014)
- Mary S. and Howard L. Reed Endowed Scholarship (2014)
- Named to the Board of Directors of the PVA Research Foundation (2014)
- Board of Library Commissioners Certificate of Appreciation (2013)
- City of Los Angeles Certificate of Recognition from Mayor Antonio Villaraigosa (2013)
- Nominated by City of Los Angeles Mayor, Antonio Villaraigosa & Confirmed by Los Angeles City Council to serve on The Board of Library Commissioners (2011)
- Certificate of Appreciation from USC Marshall School of Business (2011)
- Granted Continuing Appointment at the University of Southern California (2009)
- United States Army Freedom Team Salute, Certificate of Appreciation (2008)
- USC Libraries Bonus in Recognition of Outstanding Contribution (2007)
- USC Leventhal School of Accounting Summer Leadership Program Plaque (2006)
- REFORMA Orange County Chapter Library Scholarship (2000)
- San Jose State University, School of Library & Information Studies Scholarship (1999)

## **FOREIGN LANGUAGE**

Spanish language fluency