

Phil Archer

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Profile

A web professional known as a creator and promoter of web standards in two separate areas: mobile and semantics. I have taught mobile web creation techniques on behalf of W3C since 2009 which I do alongside my continuing work for Greek technology company, i-sieve, which is allied to the National Centre for Scientific Research in Athens. My role here is largely concerned with business development: seeking new applications for information extraction, content classification and sentiment analysis. In recent years I have promoted the Semantic Web as a technology to improve online trust and content discovery. It was this work that led me to the role of consultant at Talis, working on generating and publishing linked data, particularly government & other public sector data. Taken together, these disparate strands give me an excellent knowledge of Web standards and the drivers for their creation. Well connected to a wide variety of online industry players. Hard working, experienced, loyal, innovative.

Unusual History

Early careers include radio presentation, advertising copy writing and voice work, countryside conservation and teaching.

The common theme throughout is an ability to communicate sometimes complex issues with clarity, both verbally and in writing.

General Areas of Expertise

- Web standards and their creation.
- Semantic Web (a.k.a. 'web of data' or 'linked data')
- eGov & Open Data
- Education
- Online Safety & Trust
- Metadata
- Rating Systems (movies, games, trustmarks etc.)
- Effective Use of the English Language

Skills

- Range of Web Technologies (RDF/linked data, XHTML, CSS, etc.)
- Scripting languages: Perl, JavaScript, some experience with PHP and ASP (history suggests I'm pretty good at picking up what I need to)
- Public Speaking
- Writing, Editing and Proof Reading
- Voice Over, Audio & Video Production
- Known internationally in the fields of the mobile & semantic web, online safety and broader Web standards.

Career History

I have a habit of working part time for a variety of companies at once, hence the various overlaps but, broadly speaking, the chronology is as set out below.

Project Manager, i-sieve Technologies

November 2008 – present.

i-sieve Technologies offers state-of-the-art solutions to an old problem: measuring public sentiment about given topics. Clients in Athens and London are primarily advertising agencies for which we measure the impact of advertising campaigns by identifying and classifying comments made in blogs, microblogs (Twitter), forums and commercial media. My role was to develop new business opportunities in Britain and to lead the company's interest in European Union-funded projects. It is through this role that I was able to maintain and complete the work developing the Protocol for Web Description Resources (POWDER) standards and participate wider in the Semantic Web/Linked Data world which I began in my previous job at ICRA/FOSI.

I'm now engaged on the PATHS project which is developing methods of offering personalised methods of navigating through cultural heritage collections (Europeana and Alinari are the test beds). i-sieve technology is being used to enhance the data about users (by assessing their interests based on their choice of cultural heritage objects) and resources on the Web at large that are related to specific items in the collections.

Achievements

- Completion of the W3C Protocol for Web Description Resources (POWDER) standards, part of the Semantic Web technology stack.
- Completion of the EU-funded Quatro Plus project.
- Development of relationship with new clients.
- Development of the PATHS project that was approved for EU funding for commencement in January 2011.

Consultant, Talis

September 2010 – February 2011

It was my job to help others to make their data available as linked data. I worked with the data.gov.uk team, the British Geological Survey and the UK Parliament. I learned a great deal during this short period and it was a real pleasure to put into practice a lot of the theory I'd worked on at W3C.

Training Programme Lead, W3C Mobile Web Initiative

February 2009 – December 2010

I delivered online training on behalf of the World Wide Web Consortium (W3C): the industry standards body lead by Web inventor Sir Tim Berners-Lee. My focus was on the mobile web – helping those with experience of desktop website design apply their skills to mobile (see <http://www.w3.org/Mobile/training/>). I also helped to develop and deliver a course on SVG. Alongside that I lead the consortium's initial work with Augmented Reality, running a workshop and establishing the Points of Interest Working Group. I joined W3C as a team member after many years of association through my previous role at FOSI under whose aegis I was a member of the Mobile Web Best Practices Working Group from its inception in June 2005 and chair of the POWDER WG (see below).

Achievements

- Completion and delivery of four successful instances of the Introduction to W3C Mobile Web Best Practice Course.
- Development, with a domain expert, of a course on SVG.
- Running a standards workshop leading to the establishment of a new working group in a new area.
- Of the 7 documents and standards created by the Mobile Web Best Practices Working Group, I was an editor or acknowledged contributor to 5 of them.
- Representing W3C at events like the WWW 2009 conference in Madrid and Mobile World Congress, Barcelona, 2010.

CTO ICRA/FOSI

April 2000 to November 2008

The Family Online Safety Institute is a membership-driven, non-profit organisation based in the USA. Its membership is drawn from the online industry serving companies such as BT, Microsoft, Google, AT&T, Verizon, Telefónica/O2 and more. I am used to dealing with such companies at a high level and know many of the people who represent them in the online safety and public policy arena. The organisation grew out of the ICRA labelling system designed in the mid 1990s to aid parental choice. It is this aspect that I worked to modernise, improve and make more relevant. My redundancy followed the decision by FOSI to concentrate entirely on public policy work and events organising, losing its technical arm.

It is this job that first gave me a wide range of technical skills and contacts across the industry and around the world.

Achievements

- Leading role in the development of new techniques for the application of metadata to enhance trust and safety (POWDER).

- Conceived and devised EU-funded project to increase trust in, and use of, labels by making trustmarks machine readable and interoperable using Semantic Web technologies (Quatro Project).
- Instrumental in developing the organisation's strategy in changing environment, maintaining its relevance and credibility.
- Regular contributor to the international debate on internet safety.
- Represented FOSI in a variety of fora including the BSG Audiovisual Content Information Group and British Board of Film Classification's Consultative Council.

Freelance copywriter

2000 to present

Major clients and key work

- Arqiva (former Inmedia Communications, formerly Kingston Inmedia)
 - Web site copy
 - White Papers, briefing documents etc.
- Ward Design (Mice Group)
 - Bang & Olufsen (store design guide and more)
 - Ford Rapid Fit
- For Agencies
 - Rutherford Appleton Laboratory
 - The Orange Group
 - Period Home Centre (DM letters etc.)
 - Town & Country (conservatories) brochure
 - In-store TV commercials/training videos

Achievements

Although my background was entirely in radio commercial production with some video work, I was quickly able to establish a substantial client list well outside those fields. Work included educational material, brochures, website and CD ROM copy, information points and Bang & Olufsen's How to design your store guide, subsequently used around the world.

Copywriting is a core skill that I developed early in my working life and that I expect to continue to exploit for as long as I work.

Copy writer, John Mountford Studios

September 1995 - April 2001

I worked as a senior copywriter at Britain's largest independent radio commercial production company whilst simultaneously pursuing other activities.

Lecturer in media Studies at West Suffolk College

September 1995 - December 1999

Achievements

- Gained Cert. Ed. Qualification.
- Delivered lectures at - and lead student trips to - China Central Television, Beijing Broadcasting Institute and China Radio International
- Speaker at International media education conference in Beijing
- Redesigned media facilities
- Developed curriculum
- Devised new syllabus unit

Wildlife Warden, Suffolk Wildlife Trust

1992 - 1995 Assistant Warden & Education Officer, Bradfield Woods National Nature Reserve

Achievements

- Developed educational activities for groups from primary school to post graduate level
- Organised and publicised the Trust's most successful public event
- Developed and produced a range of fact sheets, information leaflets and booklets
- Delivered course on Ancient Woodland for Cambridge Board of Continuing Education
- Designed and re-furbished visitor centre

Freelance Broadcaster

1983 - 1990 (approx.)

Major contracts

- 1983 to 1984 Signal Radio, Stoke on Trent
- 1985 County Sound Guildford
- 1985 to 1990 Suffolk Group Radio, Ipswich

Achievements

- Assisted in establishing successful series of outside broadcasts (Signal)
- Short-listed for 3 national radio awards (SGR)
- Produced successful imaging package for station re-launch in 1987 (SGR)
- Produced three part documentary covering musical developments during the 1980s (SGR)
- Presented feature for BBC Radio 4's Natural History Programme

Formal Education

1975 to 1981	Queens Park High School, Chester	O levels	10
		A Levels	Physics (A), Chemistry (A), Maths (B), General (B)
1990 to 1992	Otley College, Ipswich	C&G II Countryside Conservation (Distinction). Adv.Nat.Cert Conservation Management (Credit)	
1992 to 1995	Open University	S102 Science Foundation	Grade 1
		S236 Geology	Grade 1
		S267 How the Earth Works	Grade 1
		S203 Biology	Grade 1
1996 to 1998	Anglia Polytechnic University	Certificate in Education (Post Compulsory Education)	

References

On request