

## In Transition

**Joe Gollner- Managing Director at Gnostyx Research Inc, Canada**

### **Brief description for iTunes:**

Our guest today is 'seriously' into content and looks at content from a slightly different but extremely valuable angle. Joe Gollner is one of the world's leading content strategists and his focus is on content strategy. This discussion holds particular interest for those in the audience who work for regulators and manage mountains of technical information.

### **Bio**

Joe (@joegollner) is the Managing Director of Gnostyx Research Inc. a company he founded to help organizations come to grips with their content in ways that are sustainable and scalable. In particular he has focused on how open content standards and applied content technologies can be used to build content solutions that connect the myriad of sources and processes that underlie how an enterprise performs and what it publishes.

During the last 25 years, he has led over 100 content management initiatives, with several of these representing the high-water mark in the industry for sophistication and scale. In this time, he has had the privilege to work closely with the leading innovators in the field of content technologies including Boeing, the US Department of Defense, NATO Headquarters, Northrup Grumman, Lockheed Martin, HP, Xerox, Nokia, Samsung, IBM, SAP, Ford, the Russian Academy of Science, the University of Oxford, the British Library, and Hearst Business Media.

A former artillery officer in the Canadian army and a graduate from the University of Oxford, he blogs on the nature of content as the Content Philosopher and is still working on his book about "Engineering Content".

### **Links**

44.34 Joe's twitter handle @joegollner

44.40 Joe's blog, the Content Philosopher [www.gollner.ca](http://www.gollner.ca)

44.50 Gnostyx Research [www.gnostyx.com](http://www.gnostyx.com)