conTEXTualanalysis

Fred Leise, ICI-Certified Indexer

Back-of-Book Indexing/Taxonomy Design
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Overview

Significant expertise in taxonomy creation and back-of-book indexing developed over twenty years as an independent consultant and freelance indexer. Instructor for the UC Berkeley online course in indexing.

Specializing in scholarly works in the humanities, I have indexed works on international relations; history; biographies; organizational reports and handbooks; cookbooks; East Asian culture, literature, and politics; accounting; and landscape studies, among many other topics.

Awards

Australian Society of Indexers Web Site Index Award, 2002–2004, for site index to www.peoplesoft.com
Finalist for 1996 American Society for Indexing/H.W. Wilson Award for excellence in indexing

Education

Bachelor of Science in Mathematics, University of Maryland at College Park
Certificate in the Publishing Program, The University of Chicago

Professional Experience

1995–   Freelance Indexer
- Analyze content and user needs, and prepare back-of-book indexes for scholarly and trade books and journals.
- Clients include such publishers as Beacon Press, Peachpit Press, Oxford University Press, Columbia University Press, O'Reilly Publishers, Cambridge University Press, Rutgers University Press, University of Chicago Press, Manchester University Press

2012–2018 Senior Taxonomist, K Street Partners/Mellow Partners. Clients include Paula's Choice Skincare, IGT.com, CheapCaribbean.com, and Salesforce

2001– Owner and Principal, ContextualAnalysis. Taxonomy and information architecture consulting. Clients include: American Mathematical Society, Disney Studios, Scripps Newspapers, Harpo Productions, Abbott Laboratories, Accenture, Dow Corning, Social Security Administration, and Hewlett-Packard

2000–2001 Argus Associates, Inc., Information Architect

1974–2002 Arts Manager: Newberry Consort; Music of the Baroque; Waverly Consort; Albany (NY) Symphony; Buffalo Philharmonic; Baltimore Symphony

Book Indexes Compiled (highly selected list)

Love, Bettina. *We Want to Do More than Survive: Abolitionist Teaching and the Pursuit of Educational Freedom*. Beacon Press, 2019

Knapp, James and Peggy. *Medieval Romance: The Aesthetics of Possibility*. University of Toronto Press, 2018.

Associated Press Stylebook, 2018. Associated Press.

Beardsley, John. *Cultural Landscape Heritage in Sub-Saharan Africa*. Dumbarton Oaks Research Library and Collection, March 2016

Straumann, Benjamin. *Crisis and Constitutionalism: Roman Political Thought from the Fall of the Republic to the Age of Revolution*. Oxford University Press, 2016

Eliades, Theodore. *Orthodontic Postgraduate Education*. Thieme Medical Publishers, 2015

Girod, Desha M. *Explaining Post-Conflict Reconstruction*. Oxford University Press, 2015

Jones, Kent. *Reconstructing the World Trade Organization for the 21st Century*. Oxford University Press, 2015

Becker, Catherine. *Shifting Stones, Shaping the Past: Sculpture from the Buddhist Stupas of Andhra Pradesh*. Oxford University Press, 2014

Boxill, Ian, and Diaram Ramjeesingh, *Tourism Reader for the Caribbean*. Arawak Publications (Jamaica), 2014

Ruiz, Jason. *Americans in the Treasure House: Travel to Porfirian Mexico and the Cultural Politics of Empire*. University of Texas Press, 2014

Holley, Perry. *Repeat the Remarkable*. McGraw-Hill, 2013

Schell, Orville, and John Delury. *Wealth and Power: China's Long March to the Twenty-first Century*. Random House, 2013

Baig, Ed. *Palm Pre: The Missing Manual*. Pogue Press, 2009

Boyarin, Daniel. *Socrates and the Fat Rabbis*. University of Chicago Press, 2009

Bush, Jean M., Natalie E. Daley, and Kenneth E. Mabey. *Historic Places in Greene County, New York*. Flint Mine Press, 2009

Spencer, Donna. *Card Sorting: Designing Usable Categories*. Rosenfeld Media, 2009

Briere, Danny and Pat Hurley. *Wireless Home Networking For Dummies*. Wiley Publishers, 2008

Shirane, Haruo, ed., *Envisioning the Tale of Genji: Media, Gender, and Cultural Production*. Columbia University Press, 2008

Young, Indi. *Mental Models: Aligning Design Strategy with Human Behavior*. Rosenfeld Media, 2008

Keene, Donald. *Yoshimasa and Silver Pavilion.* Columbia University Press, 2006

Waldau, Paul. *A Communion of Subjects: Animals in Religion, Science and Ethics.* Columbia University Press, 2006

Keene, Donald. *Emperor of Japan: Meiji and His World, 1852–1912.* Columbia University Press, 2005

Tabb, William K. *Economic Governance in the Age of Globalization.* Columbia University Press, 2003

Schroeder, Richard G. *Financial Accounting Theory and Analysis.* Wiley & Sons, 2001

Gilmore, Michael T. *Differences in the Dark: American Movies and English Theater.* Columbia University Press, 1998

Taylore, Clarence. *Knocking at Our Own Door: Milton A. Galamison and the Struggle to Integrate New York City Schools.* Columbia University Press, 1997

Reid, Panthea. *Virginia Woolf: Art and Affection.* Oxford University Press, 1996

Presentations and Workshops (selected list)

"Brilliantly Structured Indexes Redux: Another Look at Index Structure," American Society for Indexing (ASI) national conference, April 2018

"Granularity and Specificity," ASI national conference, June 2016

"Successful Subheadings," half-day workshop, ASI national conference, April 2013

"Taxonomy Design for the Short on Time," ASI national conference, April 2013

"And So to Bed: The Index to *The Diary of Samuel Pepys*," ASI national conference, May 2010

"Introduction to Controlled Vocabularies," (British) Society of Indexing national conference, Winchester, England, July 2008

"Building Advanced Taxonomies: Methodology and Analysis Techniques," IA Summit, March 2007

"Advanced Taxonomy: Plan, Design, Build," 3-day workshops for D. Z. Hampton, presented in Brunei Darussalam and Kuala Lumpur, Malaysia, September 2006

"Introduction to Information Architecture and Usability," half-day workshop, Special Libraries Association Continuing Education Course, national conference, June 2006

"Enabling Content Management Systems Through Metadata and Controlled Vocabularies," half-day workshop, Information Architecture (IA) Summit, March 2005

Publications (selected list)

"Pan-Granularity and Specificity," in *The Indexer: The International Journal of Indexing,* Vol. 34, No. 4, December 2016, pp. 147–155.

" 'Make a Long Arm, Watson': Sherlock Holmes as Indexer," in *The Baker Street Journal,* Vol. 63, No. 3, pp. 31–35.

"Real-World eCommerce Taxonomies," in *Indexing it Right, Vol. 3,* Information Today, Inc., Medford, NJ, 2014.

Indexing Specialties: Cookbooks. Co-editor with Alexandra Nickerson and Terri Hudoba. Information Today, Inc., Medford, NJ, 2009.

"Controlled Vocabularies: An Introduction," in *The Indexer,* Vol. 26, No. 3, September 2008, pp. 121–126.

Indexing for Editors and Authors: A Practical Guide to Understanding Indexes. Co-author with Kate Mertes and Nan Badgett. Information Today, Inc., Medford, NJ, 2008.

 "Fantasia in C-Sharp Major: Indexing Books About Music" in *Indexing Specialties: Scholarly Books..* Information Today, Inc., Medford, NJ, 2005.

"Metadata and Content Management Systems: An Introduction for Indexers," *The Indexer,* Vol. 24, No. 4, October, 2004, pp. 71–74.

A series of articles for BoxesandArrows.com, with Karl Fast and Mike Steckel:

> "Controlled Vocabularies" A Glosso-Thesaurus," October 2003. Available at: http://boxesandarrows.com/controlled-vocabularies-a-glosso-thesaurus/

> "Synonym Rings and Authority Files," August 2003. Available at: http://www.boxesandarrows.com/synonym-rings-and-authority-files

> "Creating a Controlled Vocabulary," April 2003. Available at: http://www.boxesandarrows.com/creating-a-controlled-vocabulary

> "What is a Controlled Vocabulary?" December 2002. Available at: http://www.boxesandarrows.com/what-is-a-controlled-vocabulary

> "All About Facets and Controlled Vocabularies," December 2002. Available at: http://www.boxesandarrows.com/all-about-facets-controlled-vocabularies

"Using Faceted Classification to Assist Indexing" in *Key Words,* Vol. 9, No. 6, November/December 2001.

Professional Associations

ICI-Certified Indexer (Institute of Certified Indexers), founding member, 2008–.

American Society for Indexing, member, 1996–, including several terms on the board of directors and two terms as president.