

Branding, Bridging, Building: Telling and Selling the Space Story

Joint Open Session

Library Buildings and Equipment Section with Management and Marketing

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Aslak Sira Myhre, General Director of the National Library of Norway.

Aslak is the former director for the House of Literature in Oslo (2006 – 2014), the largest of its kind in Europe. Prior to that, he led an organization for promoting reading among children and youth. He was party leader of the Red Electoral Alliance from 1997 to 2003. He has been a journalist and is the author of several books.

Vivian Lewis University Librarian at McMaster University (Hamilton, Ontario CANADA).

Vivian serves as Past Chair of the Ontario Council of University Libraries (OCUL) and is a member of the Board of Directors of both the Canadian Association of Research Libraries (CARL) and the Association of Research Libraries (ARL). Vivian is a graduate of both the Harvard Leadership Institute for Academic Librarians and the ARL Leadership Fellows. Vivian is currently working with a team of Canadian librarians to draft a Core Competency Statement for academic librarians in Canada. Vivian writes and speaks on a variety of topics including transformational change in academic libraries, library development, evaluation and assessment and continuing professional development.

Yue Wu, User Experience Librarian, Information Technology and Data Center, Peking University

Yue Wu is an User Experience Librarian and the Manager of Applications System Group at Peking University. She works on a variety of user-facing interactive features for the library, including the new web portal for the library, the Institutional Repository, Open Access Journal, Open Data Portal, Thesis Repository, and the Open Repository of NNSF of China. Yue has a Master's Degree and Bachelor's Degree in Software Engineering, specializing in Digital Media.

Tuula Haavisto, Cultural Director, Cultural Services, City of Helsinki

Tuula Haavisto is the Cultural Director at the City of Helsinki, and recently completed her term as Library Director at the Helsinki City Library. She has a Master of Social Sciences and has been an active author and lecturer in Finland and abroad. Tuula was previously Library Director, City of Tampere, Secretary General of the Finnish Library Association and has held numerous librarian and researcher posts. She is currently a member of the Board of the National Library of Finland and Chair its Steering Group of Data Management and is a library consultant (Tuula Haavisto Library Knowledge).

Danielle Chagnon, Director General of the Grande Bibliothèque

Danielle Chagnon has a Master's degree in Information Science and has been with BANQ since 2001. As Director General of the Grande Bibliothèque, the largest public library in Quebec, she is responsible for services to the public, technical services as well as services to the public library community for the province of Québec. Past accomplishments include being the Founding Chair of Manitoba's first francophone book fair; creating the Canadian HIV Resource Centre Network; and designing and implementing the Ottawa-Carleton SmartLibrary Project. Ms. Chagnon was also involved in the *Campagne nationale pour la lecture* (National Reading Campaign), and sat on the organizing committees for the *Semaine des bibliothèques publiques* (Public Library Week) and the IFLA MetLib Conference, which was held in Montréal in May 2017.

Vicki McDonald, State Librarian and Chief Executive at the State Library of Queensland (SLQ)

Vicki is an experienced senior executive with extensive experience in the library sector, state and local governments and tertiary education. Recent senior roles include Executive Director Library & Information Services at the State Library of New South Wales (2013-2016); and Associate Director Client Services & Learning Support at Queensland University of Technology (2009-2013). She is currently President of the Australian Library and Information Association (ALIA), IFLA Division I Chair, an ex officio member of the IFLA Governing Board, joining the Asia and Oceania Committee and FAIFE, and outgoing Chair of the IFLA Academic and Research Libraries Standing Committee.

Vadim Duda, Director General of the All-Russia State Library for Foreign Literature in Moscow.

Vadim received a degree in Mechanical Engineering at *Moscow Aviation Institute* and obtained his MBA from *American Institute of Business and Economics*. He has been Business Development Director, Director General, and Board Chairman at the *Terem* group of companies and was appointed Director of Information Policy and International Relations Department, Ministry of Culture of the Russian Federation, and Advisor to the Minister of Culture in 2012. In 2013 – 2015 Mr Duda served as Acting President and from May, 2015, as President of Academy for Retraining in Arts, Culture and Tourism. Since August, 2015, is Director General of the All-Russia State Library for Foreign Literature in Moscow.

Anna Belkina, Head of PR and Digital Projects at the All-Russia State Library for Foreign Literature

Anna has an honors diploma in Marketing from *Moscow State University of Economics, Statistics and Informatics*. Her digital project at the international exposition Expo 2012 Yeosu Korea won the prize as the best content application. Anna has worked as a Marketing Manager at the *Terem* group of companies, and at the Academy for Retraining in Arts, Culture and Tourism doing research, promotion and implementation of the project *Model Standard of Public Libraries* initiated by the Russian Ministry of Culture. She is currently Head of PR and Digital Projects at the All-Russia State Library for Foreign Literature as Head of PR and Digital Projects, with responsibility for promotion and implementation of the Library's *Model Standard of Public Libraries* in the Russian regions.

Jeff Hoover, Director of Library Design at Tappe Architect's

Jeff is the Director of Library Design and guides the design and execution of all of Tappe Architect's library projects. His focus has been on the planning and design of learning environments for the past 3 decades. He has been actively involved with architectural conferences and symposiums throughout the country, speaking on the future of libraries and is nationally recognized for his knowledge of current library planning concepts and trends. For 15 years, Jeff has been invited to teach a class on library planning and design at Harvard University's Graduate School of design through its Office of Executive education.