

**EDUARDO M. TINOCO**  
CURRICULUM VITAE

Associate University Librarian &  
Business Librarian  
Roy P Crocker Business Library  
USC Marshall School of Business  
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University of Southern California  
University Park Campus  
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PROFESSIONAL EXPERIENCE

Over twenty-years of work in the entertainment, financial, and education fields. Fifteen years of professional librarianship. Expert qualitative and quantitative business researcher and analyst. Accomplished USC Libraries senior administrator. Former Los Angeles Public Library Commissioner. Knowledgeable of public library and academic library services. Ability to think strategically and provide vision in any library environment. Effective communicator, in two languages, possess the ability to work with all levels of an organization, including students, staff and faculty.

RESEARCH INTERESTS & ACADEMIC SUBJECT EXPERTISE

- Student Veteran Educational Attainment
- Higher Education Student Services
- Academic Librarianship & Administration
- Public Library Services & Administration
- Corporate Mergers & Acquisitions
- \*Accounting
- \*Business
- \*Economics
- \*Military Science
- \*Naval History

EDUCATION

University of Southern California – Los Angeles, California  
Doctorate in Education, Higher Education Leadership (expected May 2018)

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                      March 2004 – Present

January 2015 – Present                      **ASSOCIATE UNIVERSITY LIBRARIAN**, USC LIBRARIES  
**BUSINESS LIBRARIAN**, USC MARSHALL SCHOOL OF BUSINESS  
& USC LEVENTHAL SCHOOL OF ACCOUNTING

Reassigned to the USC Marshall School of Business. Responsible for providing research and instructional support to the students, faculty and staff at USC Marshall and USC Leventhal. Primary liaison for the USC Dornsife College of Letters, Arts and Sciences Department of Economics. Collection development and management responsibilities include: Economics, Military Science and Naval History.

July 2014 – January 2015                      **ASSOCIATE UNIVERSITY LIBRARIAN**, USC LIBRARIES

Granted a six-month research leave, after completing a three-year administrative appointment of Associate Dean. Under the direction of Dr. Mark Todd, Vice Provost for Academic Affairs, undertook a comprehensive review of USC's infrastructure for academic support, services, and evaluated the campus climate for student veterans, military service members, and those eligible for the Post 9/11 GI Bill.

#### **Additional accomplishment:**

- Tinoco, E.M. "[Student Veterans in Higher Education: A Transitional Challenge](#)." *Community Investments*. Federal Reserve Bank: San Francisco, CA. Vol 26 No. 3 (2015): 29.
- Tinoco, E.M. "[Boots on the Ground: Making Academic Libraries Work for Veterans](#)" invitation from ACRL's Education and Behavioral Science Section, for a program presented at the annual meeting of the American Library Association in San Francisco on 27 June 2015.

July 2011 – June 2014                      **ASSOCIATE DEAN FOR 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.

**Summary of accomplishments:**

*“Under Ed’s leadership, our Public Service unit has made many significant improvements in the development and delivery of library services. He led an implementation of a library wide customer service training curriculum, which this year was expanded to our student library assistants. We’ve expanded hours of operation in several libraries—a demand that has grown in recent years. We’ve reorganized to strengthen orientation and instruction activities. And our front-line service operations have received consistently—and increasingly—high marks from our community during Ed’s associate deanship.”* - USC Libraries Dean Catherine Quinlan in her announcement to the USC Libraries community, on 12/19/13.

March 2004 – June 2011                    **BUSINESS & ECONOMICS LIBRARIAN, USC LIBRARIES**

Primary liaison to PhD, research and teaching faculty at the Marshall School of Business in support of their library service 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 and responsible for the monitoring and expenditure of the collections funds. Instrumental in providing USC Marshall with detailed analysis of comparable electronic resource usage by peer institutions.

**Summary of accomplishments:**

- Acknowledged by Michael Keane in his book, [\*Patton: Blood, Guts and Prayer\*](#), for research support.
- Acknowledged in Bristow, D.K. & King, B. D. (2008). [“Regulatory Risk Including Unintended Outcomes Examining the Effects of SOX and Trans-Atlantic IPO Markets,”](#) for research support.
- Professor Harry DeAngelo, Kenneth King Stonier Chair in Business Administration, Professor of Finance and Business Economics acknowledged my contributions on his research in the publication of his February 2015 journal article, [“How Stable are Corporate Structures?”](#)

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

September 2001 – January 2002    SENIOR ASSISTANT LIBRARIAN, REFERENCE & INSTRUCTION (PART-TIME)

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

October 2000 – March 2004            REFERENCE LIBRARIAN, BUSINESS INFORMATION SERVICES DEPARTMENT

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 gathering qualitative and quantitative company, industry and high-net worth, and market research.

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

January 1995 – September 2000    INTERNET INVESTIGATIONS DB COORDINATOR, WW ANTI-PIRACY DEPARTMENT

Created and maintained Access databases to track copyright infringing sites of MPAA member companies’ products. Identified ISPs and domain 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

## GRANTS

**American Library Association**, 2015-2016, Diversity Research Grant in the amount of \$2,500.

Study: **Facilitating the Learning and Academic Performance of Student Veterans**

Utilizing mixed-methods this study will examine library services to veteran student population to understand information needs, library services, and challenges to working with this growing student population. The research hopes to inform academic libraries, two-and four-year institutions of higher learning, and relevant governmental agencies on the needs of student veteran population.

## SELECTED PUBLICATIONS

### ARTICLES:

Tinoco, E.M. "[Student Veterans in Higher Education: A Transitional Challenge.](#)" *Community Investments*. Federal Reserve Bank: San Francisco, CA. Vol 26 No. 3 (2015): 29.

"[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.

### Reviews

Tinoco, E. M. "Civil War Biographies from the Western Waters." *CHOICE* September 2015; doi 10.5860/CHOICE [53-0012](#)

Tinoco, E. M. "Presidential Libraries and Museums," Internet Resource. *CHOICE* July 2015 ; doi: 10.5860/CHOICE. [52-5674](#)

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* September 2012 ; doi: 10.5860/CHOICE. 50-0036 [p54](#).

Tinoco, E.M. "Fredriksen, John C.: Fighting Elites: A History of U.S. Special Forces." *CHOICE* May 2012 ; doi: 10.5860/CHOICE. 49-4820 [p1623](#).

Tinoco, E.M. "Gutek, Gerald: Pathways to the Presidency A Guide to the Lives, Homes, and Museums of the U.S. Presidents." *CHOICE* December 2011 ; doi: 10.5860/CHOICE. 49-1831 [p656](#).

Tinoco, E.M. "Chapman, Peter. The last of the imperious rich: Lehman Brothers, 1844- 2008." *CHOICE* October 2011 ; doi: 10.5860/CHOICE. 49-0965 [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* January 2011 ; doi: 10.5860/CHOICE. 48-2452 [p873](#).

Tinoco, E. M. "International Trade Data Network," Internet Resource. *CHOICE* August 2010 ; doi: 10.5860/CHOICE. [47-6630](#)

#### SELECTED RESEARCH WORKSHOPS, PROGRAMS & PRESENTATIONS

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.

#### **Workshops:**

- Advancement Research Directors – Office of the Vice Provost for Research
- Clinical & Translational Sciences Institute – LAB-CTSI, Children’s Hospital LA
- Sierra Canyon Schools, 5<sup>th</sup> grade and high school visit and research workshop
- USC Latino Alumni Association Scholars Welcome Retreat
- 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 research workshop for SDC Platinum

#### **Presentations:**

Tinoco, E. M. "[Boots on the Ground: Making Academic Libraries Work for Veterans](#)," (2015). American Library Association's Annual Conference and Exhibition, San Francisco, CA.

Tinoco, E. M. "[Student Veteran Services @ USC](#)," (2014). Fight On! For Outstanding Advising Conference, University of Southern California Council of Academic Advisors. Los Angeles, CA.

Tinoco, E. M. "[Librarianship: Today and in the Future](#)," (2013). Chinese American Librarians Association, Southern California Chapter. [CALA](#)-SCA Annual Conference, Co-sponsored by Chinese American Librarians Association Southern California Chapter and The California Librarian Association Chinese American Librarians Interest Group. Bruggemeyer Library, Monterrey Park, CA.

Tinoco, E. M., Tyson, S., & Tucker, C. "[Just Food and Fair Food: A Multidisciplinary Exploration](#)," organized event, (2013). USC Visions & Voices: The Arts and Humanities Initiative. Los Angeles, CA.

Tinoco, E. M. "Is Troy only a good name for a football team? Or does it hold a deeper meaning at USC? And if so, what exactly does Troy signify?" panel, (2012). Sydney Harman Academy for Polymathic Study/ROTC Polymathic Pizza Event. Doheny Memorial Library, University of Southern California. Los Angeles, CA.

Tinoco, E. M. "Campus Conversations: Honoring USC Veterans," panel, (2010). Tutor Campus Center Grand Opening Week, University of Southern California. Los Angeles, CA.

Tinoco, E. M. "Taking Charge of your Career in Today's Job Market," panel, (2008). USC Career Planning & Placement Center, USC Student Affairs Alumni Association. Los Angeles, CA.

Tinoco, E. M., & Juricek, J. "Introduction to Business Resources," (2008). USC Libraries Reference Workshop Training Series, University of Southern California. Los Angeles, CA.

#### SELECTED INVITED LECTURES

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

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

APOC 564, COMM 204, CMGT 540, DSM 550, JOUR 517, JOUR 581, JOUR 599

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

BUAD 302, BUAD 307, FBE 421, FBE 433A, FBE 437, WRIT 340

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

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

**Other:** WRIT 140, WRIT 150, PHED 165, MUIN 270, SOWK 534, LAW 632,  
Warrior Scholar Program Core 195

#### SERVICE

##### Service to the University of Southern California:

- USC Military Initiative Committee (2014- )
- President Nikias, USC Ambassador (2010- )
- University Calendar Committee (2012-2014)
- Joint Academic Senate/Provost Libraries Committee (2011-2014)
- Committee on Information Services (2011-2012)
- Committee on Non-Tenure Track Faculty Affairs (2009-2011)
- USC Student Veteran Committee (2009-2013)
- USC Office of the Provost, Diversity Liaison (2008)
- Committee on Information Services (2008-2009)

Service to the USC Libraries – Selected:

- Chair, Doheny Memorial Library Assistant Manager Search (2013)
- Chair, Vice Dean, Project Specialist – Administrative phone screening (2012)
- Member, Faculty Review Committee for Contract Librarians (2012)
- Member, Library Operations Working Group (2012-2014)
- Library Faculty Council, Member-at-Large (2010-2011)
- Chair, USC Libraries Faculty Elections Committee (2009)
- Chair, Professional Development Committee (2008)
- Chair, Government Documents Librarian Selection Committee (2008)
- Chair, Social Science Data Librarian Selection Committee (2007)

Service to USC Marshall School of Business:

- Hoffman Hall Emergency Evacuation Team (2015 - )
- Commencement Staff Volunteer (2015)
- BCD Conference Welcome Ambassador – USC Marshall AIS (2010)
- 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)

PROFESSIONAL AFFILIATIONS

- American Library Association – oldest and largest library association in the world.
- Association of College & Research Libraries – a division of the American Library Association
- NASPA Foundation – Student Affairs Administrators in Higher Education
- California Academic & Research Libraries – a chapter of ACRL

OTHER AFFILIATIONS

- 75<sup>th</sup> Ranger Regiment Association, life member
- Disabled American Veterans, life member
- Paralyzed Veterans of America, life member
- United States Army Ranger Association, life member

FOREIGN LANGUAGE

Spanish language fluency