

Xatapult (www.xatapult.nl) is my (one-man) company. I'm specialized in content engineering and XML processing: Strategic use of content, standards, design, processing platforms, applications, transformations, training. Xatapult supports companies that either lack the knowledge or the capacity in this field of expertise.

I come from a technical IT background. After 20 years working for several large and small companies, in jobs ranging from programmer to IT architect/consultant and even manager, I started my own consulting company in 2001. In 2009, I decided to concentrate on content engineering and XML. To reflect this, the company's name was changed to Xatapult: Content Engineering.

Xatapult is deliberately looking for content and XML related projects on all levels: from the strategic use of standards to developing processing applications. I firmly believe that being able to do things on a technical and practical level, knowing from actual experience what you're talking about, helps in providing better advice.

Content Engineering, XML and their related applications have spread to many business domains. All have their own standards and peculiarities and it's impossible for a mere human to know it all. My main area of expertise is in (educational) publishing: markup of content, structure, texts and questions and how to process this.

I do not just strive for the best solution from a business and technical perspective, but also for optimal understandability. Somebody else must be able to comprehend my work and take over if necessary. Therefore documentation is never an afterthought. I consider my ability to explain and clarify complex technical stuff in diagrams and prose as an important non-technical skill. In 2014, together with Adam Retter, I wrote a book about eXist, an XML database and processing engine. The book was published by O'Reilly and sold world-wide.



1. EXPERTISE OVERVIEW

Consulting

Using content is not always straightforward. For instance, publishers are faced with questions like: Which standard(s) to use? What is the optimal granularity for a document? Do I need a CMS to store and retrieve it? How do we combine structured (XML) with non-structured (images, sound, video) data? By careful research of the technical and business environment, Xatapult tries to find, document and explain answers.

Content Design

Sometimes content follows a well-known standard, but, more often than not, formats need to be tuned or custom designed. My designs consist of a formal specification (usually in an XML Schema language), a narrative description and are always accompanied by examples.

Standardization

Content standards (also known as vocabularies) play an important role in modern business. The interchange of information between systems can't do without them. I was lead architect in several standardization projects, for instance for the interchange of questions, tests and results/scores between companies in the Dutch educational market.

Building applications

Writing actual working code is not only great fun, it also plays an important role in understanding what you're working with and the consequences of design decisions. For several customers I wrote (and still maintain) content processing applications for production purposes. This ranges from a very complex Cocoon/XSLT based XML transformation and packaging application, standard support websites written in eXist/XQuery to fairly simple Excel-to-XML conversions.

Training

Some companies do not (only) want support, they want their own people to understand what's happening and take over if necessary. I provide technical training and coaching on the job in subjects like XML in general, XSLT, XProc, XQuery, eXist and developing XML applications.

2. MAIN CUSTOMER OVERVIEW

Noordhoff Uitgevers, Infinitas Learning	2015 -	Noordhoff Uitgevers is an important educational publisher in The Netherlands. Together with the educational publishers Liber (Sweden) and Plantyn (Belgium) it is part of the holding company Infinitas Learning. I work for Infinitas/Noordhoff as their main content architect. A custom content model was designed. This model is now implemented in their publish workflows, authoring systems and delivery platforms.
ThiemeMeulenhoff	2001-	ThiemeMeulenhoff is one of the three large educational publishers in The Netherlands. I have a long standing relationship with them, doing lots of different things: Developing a database publishing architecture, system architect for several new applications, CMS selection, application development, etc.
Malmberg	2013-2015	Malmberg is another one of the three large educational publishers in The Netherlands. I supported them by developing a content model, based on existing content and future plans.
Kennisnet	2011-2013	Kennisnet is a government funded support organization for the Dutch educational market. I was lead architect in developing two XML standards/vocabularies, supported by eXist/XQuery based websites.
Pasana	2012-2013	Pasana is a local health care provider. They needed to pass pension information in XML to their retirement fund, for which I build a small conversion application.
AssistiveWare	2012-2013	AssistiveWare develops assistive software for disabled people. Developed an eXist based conversion application that takes Adobe Indesign files (IDML) and turns them into XML suitable for an iPad app.
Kenteq	2012	Kenteq provides training for technical jobs in metal- and woodworking, ICT, etc. I performed an investigation on changing the current course manual production system into something more versatile: Not just creating PDF's but also other formats/interfaces.
Line Up	2011	Line Up is a digital publisher and service provider. My task was to introduce an XML application platform and train/coach the employees in using this.
Compu'train	2008-2011	Compu'train is a well-known Dutch professional training organization. I developed and provided the XML and XSLT training.
SVH	2008-2011	SVH is an education provider for the Dutch catering industry. I worked as a system's architect for several of their applications.

3. PERSONAL DATA

Surname:	Siegel
First names	Robert Erik
Highest education:	Master's degree Electronics
Date and place of birth	September 10, 1961, Amsterdam
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Website:	www.xatapult.com / www.xatapult.nl
Driver's license	Yes
Languages:	Dutch: Excellent (native language) English: Good German: Moderate
Company name:	Xatapult
VAT Code:	NL137788186B01
Dutch Chamber of Commerce code:	02072375

4. EMPLOYER'S SUMMARY

2009 -	Self-employed content engineer and XML specialist; company name Xatapult
2001-2009	Self-employed ICT consultant and systems architect; company name Siegel ICT
2000-2001	<theFactor.e>; Manager of software implementation department
1998-2000	EverMind Informatica; Consultant
1989-1998	KPN Telecom; various positions
1989	Logica; Analyst-Programmer
1987-1988	PTT Telematica laboratorium; Researcher
1985	Informatieteam; Programmer
1982-1984	Freelance programmer embedded systems

5. EDUCATION OVERVIEW

2011	<i>eXist Solutions</i> eXist-db Development and Performance training
2008	<i>Cocoon</i> Be Value
2007	<i>PAT Learning Solutions</i> PRINCE2 Foundation
2004	<i>Portalyx</i> Content@ Fundamentals & API programming
2004	<i>Cronos</i> Documentum Technical fundamentals
2001	<i>Boertien en Partners</i> Train the trainer
1999	<i>Sys Transition</i> Workshop skills
1998	<i>ISES</i> Consultancy skills
1997	<i>PTT Professionalisering</i> Workshop Facilitator Skills
1996-1997	<i>Transfer Solutions</i> Oracle Designer/Developer 2000
1995	<i>Staffware Workflow</i> Staffware Workflow
1993	<i>PTT Opleidingen</i> Training Management skills
1992	<i>INTEL Opleiding</i> C++ Object Oriented Programming
1989	<i>Logica Opleidingen</i> Presentation skills, Working in teams
1979-1987	<i>Technical University Twente</i> Master's degree Electronics

6. TECHNOLOGY OVERVIEW

XML, DTD's, Schema's, XSLT, XQuery, XProc	Extensive experience with designing, documenting and implementing XML Schemas and building XSLT/XPath transformations (both V1.0 and V2.0). Used XQuery to write applications and transformations (both V1.0 and V3.0). Build several XML converters using XProc (on the Calabash engine)
eXist	Extensive experience with building systems with/on top of the eXist XML database.
Cocoon	Extensive knowledge of using and building applications for the open source XML processing framework Cocoon. Implementation of several applications with Cocoon.
IMS, SCORM	Interpreting and using these standards in the Educational Publishing business. Especially QTI.
SOAP, WSDL	Designing, building and testing Webservices using these standards.
HTML, PHP	Implementation of various websites using these technologies
Perl	Building a large software system (for processing XML) with Perl
Visual Basic 6; VBA	Several programming assignments
C	Written lots of C programs (mostly Windows DLL's).
Various assemblers	Written lots of programs in various assemblers, working as a freelance programmer during my student days.