

# EDUARDO M. TINOCO

## CURRICULUM VITAE

Business Librarian  
Gahughan & Tiberti Business Library  
USC Marshall School of Business &  
Accounting Library  
USC Leventhal School of Accounting  
3660 Trousdale Parkway, ACC B 1-A  
University of Southern California  
Los Angeles, CA 90089-0442

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### 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  
Doctor of Education, Higher Education Leadership  
**Dissertation Title:** *Exploring the Satisfaction, Experiences, Institutional Support of Student Veterans in Transition to Higher Education: A Case Study*

San Jose State University - San Jose, California  
Master of Library and Information Science

California State University, Northridge - Northridge, California  
Bachelor of Arts, English

### 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

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, California

March 2004 – Present

December 2020 – Present      **USC MARSHALL SCHOOL OF BUSINESS – ASSISTANT PROFESSOR**  
Master of Management in Library and Information Science Program, Research and Professional Applications, Adjunct Faculty. Teaching assignment: LIM 537.

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October 2019 – Present

**USC LIBRARIES DIGITAL LIBRARY – PROJECT SUPPORT**

In support of the USC Libraries' United States Department of Defense project, accurately transcribe and create metadata for digitized ledgers of Arlington National Cemetery burials beginning 1864. Utilizing the knowledge gained from military background and experience transcribe the names, ranks, unit affiliation, dates of death and burials, cemetery location, section and grave sites of Union, Confederate soldiers, Colored Troops, and non-military personnel interred at Arlington National Cemetery.

January 2015 – Present

**ASSOCIATE UNIVERSITY LIBRARIAN, USC LIBRARIES  
BUSINESS LIBRARIAN, USC MARSHALL SCHOOL OF BUSINESS, USC  
LEVENTHAL SCHOOL OF ACCOUNTING, USC DORNSIFE COLLEGE OF  
LETTERS, ARTS, AND SCIENCES, DEPARTMENT OF ECONOMICS**

Reassigned to the USC Marshall School of Business after a three-year administrative assignment. 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.

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.

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 unit. 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, 42 faculty librarians and approximately 52 FTE student assistants.

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 collection's funds. Instrumental in providing USC Marshall with detailed analysis of comparable electronic resource usage by peer institutions.

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

Sep. 2001 – Jan. 2002

**SR. ASST. LIBRARIAN, REFERENCE & INSTRUCTIONS (PT)**

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**

Oct. 2000 – Mar. 2004

**BUSINESS RESEARCH LIBRARIAN, BUSINESS INFO. SERVICES DEPT.**

Sole librarian responsible for providing research support to investment banking analysts and managing directors working in the technology, entertainment industry, private placements, mergers and acquisitions, financial institutions, real estate, and industrials sectors. Extensive experience in compiling qualitative and quantitative industry data, company, industry, high-net worth individuals, and market research materials.

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

Jan. 1995 – Sep. 2000

**INTERNET INVESTIGATIONS, W.W. ANTI-PIRACY DEPT.**

Created and maintained databases tracking copyright infringing sites of MPAA member companies' products. Identified ISPs and domain sites hosting possible digital piracy and worked with the MPAA's legal team to track violations of intellectual property.

**GOVERNMENT SERVICE**

**CITY OF LOS ANGELES**

May 1, 2012

Los Angeles Public Library – City Librarian  
Selection Committee Panel successfully recommended  
John Szabo to become the LAPL City Librarian

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**

Jul. 1985 – Feb. 1988

Enlistment (Rank at Separation: E5/SGT)

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**

**USC OFFICE OF THE PROVOST, 2017-2018 (\$8,600 AWARD)**

DIGITIZATION OF USC AIR FORCE ROTC YEARBOOKS AND PRESERVATION PROJECT.

**USC ALUMNI ASSOCIATION, 2017-2018 (\$1,600 AWARD)**

DIGITIZATION OF USC NAVAL ROTC YEARBOOKS AND PRESERVATION PROJECT.  
SUPPORT ALLOWED FOR THE PROJECT'S COMPLETION.

**USC DEAN'S CHALLENGE GRANT, 2017-2018**

DIGITIZATION OF USC NAVAL ROTC YEARBOOKS. IN THE AMOUNT OF \$7,000.

- Digitization of USC Naval ROTC Yearbooks (1940-2017)
- Provide high quality digital files of the USC NROTC yearbooks.
- Provide access of all yearbook content, via USCDL, for research, teaching and learning.
- Storage and preservation of digital images.

**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**

**CHAPTERS:**

Bombaro, C., (Ed.). (2020). *Diversity, Equity, and Inclusion: Planning, Leadership, and Programming in Action*. Tinoco, E., & Shih, W. Chapter 8: Student Veterans on Campus: Academic Success via the Libraries

**ARTICLES:**

Chawla, C., Tinoco, E. M., Sharma, A. (2016). Capital Antecedents of Research and Development.

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:**

- Veteran Transfer Student Advisement Library Support Session
- 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. (2018). “World War I, Remembrance.” University of Southern California, USC Military Appreciation Week, November 14, 2018.

Tinoco, E. M. (2018). “World War I, Centennial.” University of Southern California, USC Military and Veterans Affairs Committee.

Tinoco, E. M., and Shih, W. “Student Veterans at USC,” (2017). University of Southern California’s Diversity and Inclusion Week, Los Angeles, CA.

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:**

- Joint Academic Senate/Provost Research Committee (2020 - )
- USC Military Affairs Committee (2015 - )
- USC Military Initiative Committee (2014-2015)
- 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 Student Veteran Association Faculty Advisor (2008-2013)
- Committee on Information Services (2008-2009)

#### **Service to the USC Libraries – Selected:**

- Member, APCAT Committee (2017-2018)
- 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)
- Library Faculty Council, Member-at-Large (2010-2011)
- Chair, USC Libraries Faculty Elections Committee (2009)
- Chair, Professional Development Committee (2008)
- Chair, Social Science Data Librarian Selection Committee (2007)

#### **Service to USC Marshall School of Business:**

- Hoffman Hall Emergency Evacuation Team (2015-2017)
- 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)

Service to Community:

CONGRESSIONALLY DIRECTED MEDICAL RESEARCH PROGRAMS (CDMRP), FORT DETRICK, MD

Aug. 2019 – Present                      MULTIPLE SCLEROSIS RESEARCH PROGRAM (MSRP) PEER REVIEW PANELS

Serve as Consumer Reviewer for MSRP, a CDMRP program whose mission is “To support pioneering concepts and high-impact research relevant to the prevention, etiology, pathogenesis, assessment, treatment, and ultimate cure of multiple sclerosis for the benefit of Service members, Veterans and the American public.”

PARALYZED VETERANS OF AMERICA RESEARCH FOUNDATION CORPORATION, WASHINGTON, DC

Jul. 2014 – Dec. 2023                      MEMBER, BOARD OF DIRECTORS, PVA RESEARCH FOUNDATION

Appointed to a third term, December 2020. 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.

VETERANS ADVISORY COMMITTEE, 29TH CONGRESSIONAL DISTRICT, VAN NUYS, CA

Sep. 2015 - Present                      ADVISORY BOARD MEMBER

Established by United States Congressman Tony Cárdenas, the Committee serves as both a conduit and advocacy group for the Veterans of the 29th Congressional District, the San Fernando Valley, and the Los Angeles, CA area.

**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