

## ABOUT THE AUTHOR



### **John Yunker**

Over the past decade, John Yunker has worked as a writer, marketer, and web developer for such organizations as Pyramid Research, Harvard University, Foreign Exchange, and the Association for Computing Machinery ([www.acm.org](http://www.acm.org)). It was his time at ACM that got him hooked on web globalization. Since then, he has developed web sites for a number of clients in a

number of languages. He is a co-founder of Byte Level ([www.bytelevel.com](http://www.bytelevel.com)), a global intelligence company. He has a journalism degree from the University of Missouri and a master's degree in communication from Boston University. He can be reached at [jyunker@bytelevel.com](mailto:jyunker@bytelevel.com).

## ABOUT THE TECHNICAL EDITORS

### **Ben Sargent**

With 20 years in information technology, Ben Sargent has held executive positions and worked as a senior consultant in multilingual content management and e-business globalization; he is currently with Lionbridge. Ben has led publishing, technology, and strategy teams serving such companies as GE, Microsoft, Intel, Sun, Bloomberg, and many other Internet and IT companies. He has published, led workshops, addressed technology conferences in Europe and the U.S., and helped numerous Internet and Fortune 500 companies implement global web strategies, and has served as producer and executive producer for a number of award-winning web sites. Ben can be contacted at [Ben\\_Sargent@lionbridge.com](mailto:Ben_Sargent@lionbridge.com).

### **Eileen Sheridan**

Eileen Sheridan is the Managing Director of the Web of Culture ([www.webofculture.com](http://www.webofculture.com)), the leading Internet resource for web globalization. She is the former Web Globalization Manager for Siebel Systems and Novell, Inc., and has also worked in sales and marketing for Borland International and Xerox Corporation as well as program management for the Los Angeles World Affairs Council. Eileen is fluent in English and Spanish and has studied German, Italian, and Japanese. She currently teaches a course on web globalization management at UC Santa Cruz in Silicon Valley. Eileen can be contacted at [webmaven@webofculture.com](mailto:webmaven@webofculture.com).