

## Steven D. Shepard

President  
Shepard Communications Group  
340 Lawnwood Drive  
Williston, VT 05495

(802) 878-0486

[Steve@ShepardComm.com](mailto:Steve@ShepardComm.com)

Steven Shepard is the founder of the Shepard Communications Group in Williston, Vermont. A professional author and educator with 25 years of varied experience in the telecommunications industry, he has written books and magazine articles on a wide variety of topics. His books include:

- *Telecommunications Convergence: How to Profit from the Convergence of Technologies, Services and Companies* (McGraw-Hill, New York, 2000)
- *A Spanish-English Telecommunications Dictionary* (Shepard Communications Group, Williston, Vermont, 2001)
- *Managing Cross-Cultural Transition: A Handbook for Corporations, Employees and Their Families* (Aletheia Publications, New York, 1997)
- *An Optical Networking Crash Course* (McGraw-Hill, New York, February 2001)
- *SONET and SDH Demystified* (McGraw-Hill, 2001), *Telecom Crash Course* (McGraw-Hill, New York, October 2001)
- *Telecommunications Convergence, Second Edition* (McGraw-Hill, New York, February 2002)
- *Videoconferencing Demystified* (April 2002, McGraw-Hill)
- *Metro Networking Demystified* (McGraw-Hill, New York, October 2002)
- *The Shepard Report: Charting a Path in Uncertain Times* (McGraw-Hill, New York, March 2004)
- *RFID Demystified* (McGraw-Hill, New York, July 2004);
- *Managing Supply Chain Technology* (with Jack Garrett; In progress)
- *Telecom Crash Course, Second Edition* (McGraw-Hill, New York, June 2005); and
- *VoIP Crash Course* (McGraw-Hill, New York, July 2005)
- *IMS Crash Course* (McGraw-Hill, New York, March 2006)
- *WiMAX Crash Course* (McGraw-Hill, New York, May 2006)
- *How to do Everything with VoIP* (McGraw-Hill, New York, July 2006)

Steve is also the Series Advisor of the McGraw-Hill *Portable Consultant* book series.

Mr. Shepard received his undergraduate degree in Spanish and Romance Philology from the University of California at Berkeley and his Masters Degree in International Business from St. Mary's College. He spent eleven years with Pacific Bell in San Francisco in a variety of capacities including network analysis, computer operations, systems standards development, and advanced technical training, followed by nine years with Hill

Associates, a world-renowned telecommunications education company, before forming the Shepard Communications Group. He is a fellow of the Da Vinci Institute for Technology Management of South Africa, a member of the Board of Directors of Champlain Community Television, a Founding Director of the African Telecoms Institute, and a member of the Board of Trustees of Champlain College in Burlington, Vermont. He is also the Resident Director of the University of Southern California's Executive Leadership and Advanced Management Programs in Telecommunications, and adjunct faculty member at the University of Southern California, The Garvin School of International Management (Thunderbird University), the University of Vermont, Champlain College and St. Michael's College.

Mr. Shepard specializes in international issues in telecommunications with an emphasis on strategic technical sales; services convergence; the social implications of technological change; the development of multilingual educational materials; and the effective use of multiple delivery media. He has written and directed more than 40 videos and films and written technical presentations on a broad range of topics for more than 70 companies and organizations worldwide. He is fluent in Spanish and routinely publishes and delivers presentations in that language. Global clients include major telecommunications manufacturers, service providers, software development firms, multinational corporations, universities, professional services firms, advertising firms, venture capital firms, and regulatory bodies.