

Martin Schell  
P.O. Box 208  
Klaten 57411  
INDONESIA

Email: [schell@alumni.princeton.edu](mailto:schell@alumni.princeton.edu)  
Telephone: 62-272-324-124  
Cell Phone: 62-856-4334-5412  
Web: <http://www.globalenglish.info>

## **WORK EXPERIENCE**

### **American Services In Asia, Klaten, Indonesia, 1998 to Date**

*Founder and President* -- Providing English language services via the internet: editing translations, copyediting technical articles, building web pages, and rewriting web content so it can be easily understood by a global audience.

Additional projects (ongoing and ad hoc) include:

Performing cost-of-living surveys and security assessments for *The Economist*

Teaching writing workshops at the Ford Foundation and World Bank in Jakarta

Teaching writing and speaking skills to foreign students at Adelphi University

Developing questions for the TOEIC exam at the Educational Testing Service

Teaching an online business writing course for Stern School of Business

Pioneering the implementation of a required writing course at Stern School of Business (teaching on campus during Spring semester 2008)

### **Cooperative Business International, Klaten, Indonesia, 1995 to 1998**

*Marketing Consultant* -- Developing new clients, organizing external communications, and managing the Marketing Department at a furniture factory. Responsible for supervising Indonesian staff in the following activities: customer support, writing faxes, pricing, coordinating shipments, creating sales reports, improving computer skills.

### **Emerald City Imports, Yogyakarta, Indonesia, 1992 to 1995**

*Co-owner* -- Buying handicrafts and clothing in Thailand and Indonesia, and shipping them to the USA for sale via a family wholesale business. Finding and observing small business enterprises, and then negotiating with manufacturers and wholesalers in their native language.

### **Asian Institute of Gemological Sciences, Bangkok, Thailand, 1989 to 1991**

*Instructor* -- Teaching the art and science of quality-grading precious stones to students from six continents. Developing curriculum. Selecting exemplar stones for use in student lab.

*Assistant Editor* -- Editing Gemological Digest, the Institute's journal.

### **Sukhothai Thammathirat Open University, Nonthaburi, Thailand, 1988 to 1989**

*Instructor* -- Developing curriculum for teaching English to college students via distance education. Teaching English skills to university staff.

### **Srinakharin Wirot University, Songkhla, Thailand, 1987 to 1988**

*Instructor* -- Teaching English skills: aural, oral, reading, writing. Planning and leading field trips.

**Inter Group Corp., Tokyo, Japan, 1985 to 1987**

*Translation Rewriter* -- Editing Japanese-to-English translations of speeches, advertisements, brochures, manuals, technical reports, equipment instructions, and other documents.

*Instructor* -- Teaching writing skills in a course for translators.

**NCR Corp., San Diego, USA, 1981 to 1984**

*Technical Writer* -- Writing software manuals, including topics such as telecommunications protocols for recognizing two-byte Kanji characters.

**EDUCATION****Reed College**

Received Master of Arts in Teaching degree, majoring in English.

**Princeton University**

Received Bachelor of Arts degree, majoring in Psychology.

**RECENT PUBLICATIONS**

**Whose English Is It?** -- Book Review of Braj Kachru's *Asian Englishes* published in *Asia Times online* on January 28, 2006.

**How to Globalize Online Course Content** -- Chapter in *Globalized e-Learning Cultural Challenges* (ed. Andrea Edmundson) published by Idea Group, Inc. in July 2006.

**Developing a Global Perspective for Knowledge Management** -- Chapter in *Information and Communication Technologies for Economic and Regional Developments* (ed. Hakikur Rahman) published by Idea Group, Inc. in January 2007.

**How to Project "Soft Power"** -- Book Review of Richard Arndt's *The First Resort of Kings* published in *Asia Times online* on June 22, 2007.

**Beyond Localization: A New Look at Disseminating Information via the Web** -- Chapter in *Handbook of Research on Global Information Technology* (ed. Mahesh S. Raisinghani) published by IGI Global in January 2008.

**Colinguals Among Bilinguals** -- Article published in *World Englishes* in February 2008.

**Not Your Factory, But Still Your Problem** -- Article published in *Competitiveness at the Frontier* (USAID/SENADA newsletter) in February 2009.

**Beyond Localization: The Rising Importance of Global English and How to Write English as a Global Language** -- A pair of articles published in *Internet World Stats News* (<http://www.internetworldstats.com>) in February and March 2009.