



## **Michael Phoenix**

Michael Phoenix has been the Manager of Education Solutions at ESRI Redlands for 15 years. The mission of the ESRI 's Education Team is to encourage the spread of spatial literacy by helping universities and schools to get access to the tools of spatial analysis and to help them understand the importance of geographic information science. In that role he has traveled around the world promoting GI Science education to many countries, including Japan, India, Poland, Kenya and many other countries. Before coming to ESRI he taught geography and GIS for a number of years at universities in the United States. He has a Ph.D. in Geography from Clark University in Massachusetts, USA. During his long career, he worked in Asia, Latin America and Africa for a variety of organizations including the US Peace Corps, the US Agency for International Development and the United Nations High Commission for Refugees. Recently, he spent one year in Bhutan (2001) as a United Nations Volunteer helping to implement a nation-wide GIS agency. In 2008 he was elected Educator of the Year by the University Consortium for Geographic Information Science for his contribution to GIS education world-wide.

# Michael Phoenix

## ESRI 资深教育专家

Phoenix 在 ESRI 市场部的教育行业解决方案小组工作了 15 年。这个小组的主要目标是鼓励空间文化的传播，通过帮助院校获取空间分析的工具，以及帮助院校了解地理信息科学的重要性。为此，Phoenix 先生走遍了世界各地许多国家以促进地理信息科学教育的发展，包括：日本、印度、波兰、肯尼亚以及其他许多国家。他前后曾与 3000 多个高等院校一起工作，并在这些学校建立其地理信息科学与地理信息系统项目的时候，给予他们所需的资源、支持以及建议。

在进入 ESRI 之前，Phoenix 先生在美国的大学教授了许多年地理和 GIS。他从美国马萨诸塞州的克拉克大学获得地理学博士学位。在他长期的职业生涯中，曾经在亚洲、拉丁美洲、非洲等地的多种组织任职，包括美国和平队、美国国际开发署以及联合国难民事务高级专员。近些年来，他花去了一年的时间在不丹（2001 年）做联合国志愿者，帮助实现一个全国性 GIS 机构。

2008 年 Phoenix 先生被地理信息科学大学联盟（UCGIS）授予年度教育家奖，以表彰“他对地理信息科学坚持不懈的努力促进了世界各地诸多学术项目的发展。Mike 对地理信息科学与教育的不懈努力受到学术界和业界的高度肯定。他所做的工作对于推动地理信息科学与教育起到了关键性的作用。”（UCGIS 教育委员会主席 Steve Prager 语）

地理信息科学大学联盟（UCGIS）作为一个非营利机构，一直在促进地理信息科学方面的多学科研究与教育。地理信息科学大学联盟的会员包括哈佛大学、麻省理工学院、美国地理学家学会在内的 60 多所大学、学术团体和专业组织。



**Michael Gould, Ph.D.**

*Director of Education*

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Michael Gould studied Geography/GIS at the University of Massachusetts and NCGIA - State University of New York at Buffalo (PhD 1994). Between Masters and PhD studies he was research programmer at the Harvard Laboratory for Computer Graphics and Spatial Analysis, and then GIS specialist (ARC/INFO user, 1987-88) at an environmental consulting firm in South Carolina, where he helped create oil spill response applications for NOAA.

His doctoral work at Buffalo was centered on the use of geographic information, from both human factors (user interface) and cross-cultural perspectives, and he conducted field work comparing map-based problem solving in Spanish-speaking (Spain, Ecuador) and English-speaking cultures.

In September 1991 he moved to Spain to take a position as director of technology transfer at ESRI-Spain, where he worked closely with university users and organized and taught several short courses and seminars. In 1993 he moved to academia and was visiting professor (GIS) at the universities Complutense (Madrid), Extremadura, and Valencia, before taking in 1998 a tenured position in Information Systems at the University Jaume I in Castellon (region of Valencia).

He spent the 2000-2001 school year on sabbatical at the Open Geospatial Consortium (OGC), Wayland Massachusetts, working on international activities and managing the documentation subcommittee. During the past decade he

has directed several research projects funded by regional, national and European Union agencies, primarily in the areas of Spatial Data Infrastructures (SDI) and interoperability. Recently he co-founded the Master of Science in Geospatial Technologies degree program, run jointly with the universities of Muenster (Germany) and Nova de Lisboa (Portugal) which includes students from around the world. He has served on multiple committees including the management committees of the Spain SDI, the Association of Geographic Information Laboratories in Europe (AGILE) including 2 years as chair, GSDI technical committee, INSPIRE European Union directive committee for metadata implementation rules, more than 30 conference program committees, has been active in the UN Spatial Data Infrastructure (UNSDI), etc.

Over the years he has published a GIS textbook (in Spanish) and edited books on ARC/INFO applications and on advances in the Spain SDI, as well as more than 150 journal articles and international conference papers.

**Michael Gould, Ph.D.**  
*ESRI 公司教育行业总监*

Michael Gould 在马萨诸塞州大学学习地理/GIS，并在纽约州立大学 Buffalo 分校的 NCGIA 获得博士学位（1994 年）。在硕士和博士学习期间，他是美国哈佛大学计算机图形学及空间分析实验室的研究员，随后在南卡罗来纳州一家环境咨询公司担任 GIS 专家 (ARC/INFO 用户, 1987-88)，在那里他帮助 NOAA（美国国家海洋和大气局）制作了石油溢出响应方面的应用软件。

1991 年 9 月，他来到西班牙成为 ESRI 西班牙公司的技术转让主管，在那里，他与高校密切合作并组织了几门短期课程和研讨班。

1993 年，他转向学术界，在 Complutense 大学（马德里）、Extremadura 大学、巴伦西亚大学担任客座教授，1998 年获得卡斯特隆（巴伦西亚的一个地区）Jaume 学校信息系统终身教授。2000 年至 2001 年在韦兰德马萨诸塞州 OGC 工作，进行国际活动组织和对文档小组的管理。

在过去的十年间，他指导研究了几个由地方、国家以及欧盟资助的研究项目，主要在空间数据基础设施（SDI）互操作性方面。最近，他与明斯特大学（德国）以及 Nova de Lisboa 大学（葡萄牙）合作建立了地理空间技术科学的理学硕士学位点，这一计划面向全球的学生。他还在多个组织中任职，包括西班牙 SDI 管理委员会，两年的欧洲地理信息系统实验室联盟主席，全球空间基础数据协会(Global Spatial Data, GSDI)技术委员会，欧盟 INSPIRE 元数据执行规范指导委员会，并且积极参与联合国空间数据基础设施项目（UNSDI）。

多年来，他出版了一本 GIS 教科书（西班牙文）并编辑多本基于 ARC/INFO 在西班牙 SDI 中应用和扩展的书籍，发表超过 150 篇的期刊论文和国际学术文献。