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# Andrew Deutsch

Writer, Editor,  
Sustainability Consultant



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Born the 4th September 1959 in Hong Kong

## SUMMARY

My education and career path have allowed me to acquire experience and knowledge in a wide range of disciplines including writing, sustainability, science, and healthcare. I have worked on a wide range of technical and marketing writing, editing, consulting, and project management projects in sustainability, radiology and Medical IT, telecommunications, electronics, IT hardware and software, imaging, and document/content management. My work has included complex projects with international project teams, between multinational companies, with NGOs, consultants, government, the IUCN, and the UN Environment Program.

## Career experience

My primary career experience is in writing and editing, however I have initiated and taken part in a wide spectrum of social, sustainability, and scientific projects including organizational change, employee engagement, sustainability, QR, and reporting. I have good negotiation, social, problem-solving, and organisational skills, initiative, creativity and determination.

## Examples of related achievements

- ✓ An extensive portfolio of documentation projects, including marketing, technical and scientific writing, editing, proofreading, localization and translation, terminology, communications and social media
- ✓ Administration of document/content management systems, databases, and Microsoft SharePoint sites
- ✓ Communications, project management, quality control and quality management systems, and fundraising
- ✓ Documentation team leader

## RECENT EMPLOYMENT HISTORY

- **January 2017 to present:** Project member of the Jerusalem Green Fund (JGF), Jerusalem Green Business Forum
- **June 2016 to present:** Technical and Marketing Writing consultant at JFrog, Netanya, Israel. Projects have included white papers, software user documentation, and technical documentation.
- **October 2014 to July 2017:** Medical Writer at Globetech, Florida, USA. My tasks include researching, and writing medical radiology news articles including MRI, CT, Ultrasound, PET, Nuclear Medicine, and Medical IT.
- **November 2014 to September 2017:** Sustainability Writer at Elementum Pte Ltd., Singapore. My tasks include research and writing scientific, environmental and sustainability articles for a Singapore-based magazine.
- **June 2016 to 2017:** Technical and Marketing Writer at IOD, Tel Aviv, Israel. At IOD I wrote blogs, marketing and technical documentation on topics such as cloud computing, big data, and Business Intelligence (BI).
- **January 2015 to July 2016:** Technical Writer at the Intel Imaging Group, Carmel Beach, Haifa, Israel. At Intel I worked for the imaging engineering group on communications, technical manuals, presentations, and brochures.
- **April 2015 to March 2016:** Project Manager, writer, and editor at the Interfaith Center for Sustainable Development, (ICSD), Mt. Zion, Jerusalem, Israel. At the ICSD I managed publication, and communications projects.
- **July 2013 to June 2014:** Consultant for the Philips Corporate Sustainability Group, Eindhoven, the Netherlands. At Philips I worked as a biodiversity consultant, helped draft biodiversity policy, and strategy, and gained experience in a wide range of corporate sustainability skills, including texts and review of parts of corporate annual reports.
- **June 2004 to June 2013:** Technical Writer, Philips Healthcare, Eindhoven, the Netherlands. My nearly ten years at Philips Healthcare provided the opportunity to work on many multi-disciplinary projects in diverse teams.
- **October 2001 to May 2004:** Documentation and QA Manager, Aramiska BV, Best, the Netherlands. In this role I was responsible for all technical and QA/QR documentation and gained valuable expertise working in a start-up SME.

## PROFESSIONAL EXPERIENCE

### SUSTAINABILITY CONSULTANT, BIODIVERSITY

#### Philips Sustainability Group

Eindhoven – The Netherlands

- ✓ As a consultant for the Philips Corporate Sustainability Group I led many biodiversity-related projects including drafting of a biodiversity policy and strategy, and a biodiversity survey of Philips industrial sites, and circular economy research.

### TECHNICAL WRITING and SHAREPOINT ADMINISTRATION

#### Philips Healthcare

Eindhoven – The Netherlands

- ✓ At Philips Healthcare (PH) Global Sales and Service International I was a technical author for hospital software documentation. My tasks included Q&R, SharePoint administration, terminology, and UI localization.

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## DOCUMENTATION AND QA MANAGER

### Aramiska

Best – The Netherlands

- ✓ At Aramiska I was responsible for technical and training documentation projects, and QA/QR. I built the company-wide intranet and internal documentation web site, and documented all internal company-wide processes. I provided internal training for Oracle CRM modules such as Teleservice and Financials.

## TECHNICAL WRITING TEAM LEADER and AUTHOR

### ECI-Telecom Telecom NGTS, and Access Division

Petah Tikva – Israel

- ✓ At NGTS I was team leader for a group of 4 writers in the ECI marketing department, and was responsible for technical and marketing documentation, including print, online, and CD publishing. In the Access Division my role included management of outside subcontractors, document production and print stock management. I produced marketing and technical literature including datasheets, presentations, technical documentation, binder covers, and illustrations.

## TECHNICAL AUTHOR

### Lannet (Avaya, Lucent, Madge)

Atidim, Tel Aviv – Israel

- ✓ During my four years at Lannet I was responsible for the design, writing and production of datasheets, marketing material, technical documentation and presentations, illustrations, photography, and photo-editing. My work included a number of company branding phases when Lannet changed hands and joined Madge, then Lucent, and Avaya.

## DATABASE TEAM LEADER

### Teldan Information Systems

Derech HaShalom, Tel Aviv – Israel

- ✓ At Teldan I began as a writer of abstracts, and was soon promoted to manage other writers and editors. We prepared abstracts from a wide range of periodicals in many scientific fields to create a knowledge base for users.

## DATE CULTIVATION, AGRICULTURE

### Kibbutz Yotvata

Arava – Israel

- ✓ During my three years on Kibbutz I worked on the date plantation, and was a candidate for Kibbutz membership.

## TECHNICAL AUTHOR

### Straits-Times Federal Publications

Kowloon – Hong Kong

- ✓ I edited Chinese/English high school textbooks together with a Chinese editor, through to the final layout and printing.

## EDUCATION

### Israel Grants, Jerusalem – Israel

Crowdfunding Course, and Internship

2015 – 2015

### Universiteit Utrecht, Utrecht – The Netherlands

Master of Science – Environmental Biology (partial)

2012 – 2014

### Blekinge Institute of Technology (BTH), Karlskrona – Sweden

3-Month online MSc-level course – Sustainable Development

2010 – 2011

### International Union for Conservation of Nature (IUCN, WBCSD, UNEP) – The Netherlands

Many Environmental and Natural Capital-related Master Classes

2005 – 2014

### Philips Healthcare Online Learning System – The Netherlands

Online certificate courses in Radiology, Healthcare and IT

2005 – 2013

### Bar Ilan University, Ramat Gan – Israel

1-year course – Information Science

1986

### University College Cardiff, Cardiff – Wales

Bachelor of Science – Plant Science Major

1978 – 1981

### King George V Secondary School, Kowloon – Hong Kong

3 GCE A' Levels – Physics, Chemistry, Biology

1971 – 1978

## LANGUAGES

- English: mother tongue
- Hebrew: fluent
- Dutch, German: good level
- Minimal knowledge of Arabic, and Cantonese

*References provided  
upon request*

## INTERESTS AND HOBBIES

Andrew has a passion for sustainable development, human rights and equity, the UN Sustainable Development Goals, climate change, science, medicine, innovation, astronomy, philosophy, and music.