

Doug Tidwell

Marketer / Writer / Evangelist / Coder

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I am a skilled developer, presenter, and writer who can weave complex software and technologies into engaging stories that I then turn into appealing presentations, demonstrations, and videos. I am an award-winning speaker with hundreds of presentations and videos behind me, but I can also build a great demo for a Sales team to use every day.

WORK

Senior Technical Marketing Manager, Redis Labs

- Working to build out the Redis Labs Developer Program.

Technical Marketing Director, CloudBees

- Led the team that built and maintained a Kubernetes-based demo system that integrated several CloudBees products to show the breadth and depth of what the company offered.
- Produced lightboard and traditional videos in my home studio to demonstrate the capabilities of the CloudBees product line in an engaging way. (Examples below.)
- Created eBooks, blogs, articles, promotional videos, and other technical content as needed.

Technical Product Marketing Manager, Red Hat

- Created Coderland (developers.redhat.com/coderland), a fictional amusement park that demonstrated Red Hat products and technologies with a series of videos, articles, and code samples.
- Created videos to support the Command Line Heroes podcast and technologies such as Eclipse Che and podman.
- Wrote other content such as articles, blogs, code, release notes, and cheat sheets as needed.

Senior Software Engineer, IBM Corporation

- Authored dozens of articles that generated millions of page views for developerWorks, an IBM developer site with more than 5 million unique visitors each month. Along the way, my writing was translated into eight languages for IBM websites around the world.
- Created the developerWorks Mailbag, a weekly series of videos that answered technical questions in a funny and educational way.
- Although I spent a number of years as a technical evangelist at IBM, I also spent time as a developer, product manager, and project manager.

SKILLS

Marketing and Writing:

- **Author of O'Reilly's XSLT** (bit.ly/xslt-tidwell), a copy of which makes a perfect gift for all occasions. For the book I created hundreds of stylesheets and extension functions written in Java, C#, JavaScript, Python, and Ruby. The book has sold 50,000 copies and counting and is available in German and Russian translations.
- **How CloudBees CI brings enterprise scale to Jenkins** (youtu.be/uXvI7Sq8wY) – A lightboard video that illustrates how CloudBees CI makes Jenkins scalable and manageable.
- **Going from concept to customer with CloudBees** (youtu.be/zhyRteqYiqg) – This video features our demo system and explains how CloudBees products help organizations go from having good ideas to delivering new software.
- **Unarrested Development** (youtu.be/t1DJmAhD0ss) – A parody of the show “Arrested Development” that illustrates how new features in CloudBees CI keep developers focused on writing code. (I wrote the script and directed and produced the video, as with all the videos listed here.)
- **Webinar: CI/CD Best Practices for your DevOps Journey** (bit.ly/CICD-best-practices) – A webinar featuring myself, DevOps luminary Brian Dawson, and Mitchell Ashely.

Evangelism:

- I spent many years as a technology evangelist, creating a variety of technical content to explain the value of various products, technologies, and standards.
- I am an award-winning speaker who has given more than 500 presentations in more than 150 cities in 46 countries, including in-depth technical sessions at conferences, hands-on workshops, keynote addresses, analyst briefings, and guest lectures at universities.

Coding:

- I have coded for a living in Java, Node, PHP, C, C++, and XSLT over the years. In my recent work I used Groovy and DSL code within CloudBees products along with Kubernetes and GCP tooling to keep everything in the demo environment running smoothly.

EDUCATION

- **M.S. in Computer Science**, Vanderbilt University
- **B.A. in English**, University of Georgia