Doug Tidwell
Storyteller / Marketer / Evangelist / Writer / Coder

Raleigh, North Carolina
+1-919-427-8896
doug@dougtidwell.com
dougtidwell.com

I am an award-winning presenter, accomplished writer, and skilled marketer who can weave complex software and technologies into engaging stories that I turn into appealing videos, demonstrations, presentations, and collateral. My video resume (youtu.be/MpUAr-hDlk4) is a quick overview of the depth and breadth of my work.

WORK

Director of Content, Altinity
- Create everything from product documentation to explainer videos to tutorials to blogs.
- Present at conferences and meetups worldwide, sharing the power of ClickHouse and Altinity's ClickHouse-based products.
- Work closely with Sales and Marketing to make sure the content I create solves problems in the field.

Director of Technical Marketing, Gradle
- Created explainer videos, presentations, and other video content to support the brand.
- Worked with Engineering to develop comprehensive release plans that include video content, website updates, press releases, and sales enablement materials for new features.
- Supported the Growth Marketing teams, including a constant flow of materials to SDRs and MDRs.
- Built creative content for campaigns, events, the website, nurtures, and other marketing motions.

Senior Technical Marketing Manager, Redis
- Created technical videos, wrote blog posts, hosted webinars, and created other content.
- Worked with external agencies to produce high-quality animated videos for IT Decision Makers.
- Also built creative content for campaigns, marketing motions, and thought leadership pieces.

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.
- 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 humorous and educational way.
- Although I spent a number of years as a technical evangelist at IBM, I also worked 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.
- **Gradle Enterprise Test Distribution** (youtu.be/IoUIBmR_xUI) – An animated explainer video that explains how Test Distribution works and how it's better than other approaches.
- **How CloudBees CI brings enterprise scale to Jenkins** (youtu.be/_uXvI7Sq8wY) – A lightboard video that illustrates how CloudBees CI makes Jenkins scalable and manageable.
- **The Lives of IT Professionals – Bus to Nowhere** (youtu.be/PGjri0KgPqY) – A 30-second soap opera that illustrates the value of Redis Enterprise.
- **Developer Productivity Engineering (DPE) lightning talk** (youtu.be/hzy6dpkY3AQ) – A 10-minute video given as a virtual presentation at Bazel eXchange in 2022.
- **Gradle Enterprise V2022.3 release notes** (youtu.be/9ZoBnM6mpUA) – As part of every release, I created a video that outlined the features of the new release for customers, sales, and the customer success team.
- **Dr. DPE** – While at Gradle, I created the Dr. DPE character as a humorous way to deliver our technical messages. Through his work at the DPE Clinic, Dr. DPE has addressed relief for Developer Discomfort (youtu.be/4GFpgs3Vyjw), CI Backup (youtu.be/tg-0J2T4aK8), and endorsed DPE Clinic franchising opportunities (youtu.be/hZ6UxmBEuoA).
- **Ask a Guy Under a Car a Technical Question: Can I Use Gradle Enterprise with Maven?** (youtu.be/CVf2ngbt45o) – Gradle's #1 messaging problem was reaching out to the Maven community. This short video let them know Gradle Enterprise has great support for Maven, no migration needed.
- **The Coffee Test: Redis vs. Product X** (youtu.be/1r8-lcYr-cg) – A scientific experiment that proves Redis is superior to Product X [actual product name withheld].
- **The Redis Digital Transformation Index 2.0 survey report** (redis.com/digital-transformation-index/) – Built and administered a survey to help Redis customers compare their digital transformations to their peers. Worked with an agency to develop this beautiful report.
- **Deduplication with Redis** (redis.com/solutions/use-cases/deduplication) – An article that covers many common uses of deduplication and how to use Redis Bloom filters and sets to solve real-world problems.
- **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 great software.

Evangelism:
- I am a JavaOne Rock Star.
- I have many years of experience as a technology evangelist, creating a variety of technical content to explain the value of various products, technologies, and standards.
- I have 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 have focused on demos of Gradle Enterprise technologies, including build caching, test distribution, and flaky test detection.

EDUCATION

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