

Doug Tidwell

Marketer / Writer / Evangelist / Coder

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WORK

Technical Marketing Director, CloudBees

In my current role I am responsible for creating a demo framework that encompasses all of the company's products. That includes a compelling frame story as well as the architecture that hosts the demos themselves.

Technical Product Marketing Manager, Red Hat

At Red Hat I was responsible for creating content for the Red Hat Developer Program. Some of that work was product documentation, but most of it was hardcore technical material for developers. In addition to articles and blog posts, I created videos that I scripted, shot, edited, and published. In many cases I wrote all the sample code as well.

Senior Software Engineer, IBM Corporation

In my work for the developerWorks website, I wrote dozens of articles that generated millions of page views. My writing was translated into eight languages along the way. I also created the developerWorks Mailbag, a weekly series of videos that answered questions on the minds of developers.

SKILLS

Marketing and Writing:

- **Author of O'Reilly's *XSLT***, 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.
- **Deploying a serverless service to Knative** (bit.ly/serverless-part3) – I wrote all the prose, the video script, and two of the three code repos.
- **Creating custom stacks in Eclipse Che** (bit.ly/che-stacks) – I wrote all the prose, the video script, and all the code.
- **Build a chatbot in the IBM Cloud** (bit.ly/ibm-chatbot) – I wrote all the prose, the video script, and all the code. (I created this when I worked for IBM, so the samples may not work with the current versions of the underlying products.)

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. The code samples I write now are in Java or Node.
- I always ensure that the samples I create are in line with customer needs as well as the latest trends in technology.

EDUCATION

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