

# DOUG TIDWELL

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## TECHNICAL EVANGELIST / DEVELOPER

Award-winning speaker, developer, and writer with years of experience explaining technologies to developers, students, professors, executives, and analysts. Author of a best-selling book and dozens of web articles that generated millions of page views and were translated into eight languages.

### *Core Competencies*

Public speaking | Software Development | Writing | Community Building | Developer Outreach  
Built and delivered live, running demos in every presentation  
Fluent in node.js, Java, and XSLT | Working knowledge of cloud platforms, C++, Swift, iOS development

### *By the Numbers*

More than 500 presentations in more than 150 cities in 46 countries | 4 patents | 3 books  
More than 4,000,000 page views | Drove more than \$100M in worldwide revenue in the last 4 years

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## TECHNICAL EVANGELISM AND SOFTWARE DEVELOPMENT

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### IBM CORPORATION

#### **Technical Evangelist and Developer (1998–Present)**

Evangelized open source projects, technologies, and IBM products. My evangelism work until 2011 included presentations and hands-on workshops at dozens of developer conferences, keynote addresses, guest lectureships at universities around the world, and briefings to executives and analysts. Since 2011 my work has been internally focused, shared only with IBMers and business partners. All of my evangelism has been based on knowledge gained from hands-on experience with the languages, technologies, open-source projects, and products I have represented. I firmly believe every presentation to developers should feature live, running code, whatever risks and complications that may create.

#### **IBM App Connect (2016 - Present)**

Evangelized the App Connect product at IBM events around the world. In addition to showcasing the features of the product itself, worked with the product team to write a node.js integration layer that shows how to use the product with customer applications. This removes the requirement to use IBM Information Bus in the Cloud, expanding the product's potential audience by several orders of magnitude. Wrote and documented a private NPM module that enables developers to integrate a node.js/Express application with as few as three lines of code.

#### **IBM Cloud Orchestrator (2015)**

Created presentation materials and a demo for the OpenStack-based IBM Cloud Orchestrator project, leading to more than \$31 million in revenue. The demo used business rules, a workflow engine, and a custom UI to provision resources on System z/VM, PowerVC, VMware, and SoftLayer. Served as the corporate advocate for the product in competitive situations against other hybrid cloud computing solutions.

#### **IBM System x (2012-2014)**

Conducted competitive research that illustrated the superior performance and features of IBM System x versus solutions from HP and Cisco. Built presentations and demos for IBM employees and business partners around the world. Competitive effort led to more than \$60 million in wins for IBM in 2013-14.

#### **IBM Rational (2011)**

Built DevOps environments in both Rational and Atlassian products, showing IBM's superior integration and flexibility. Created presentations and demos delivered to audiences around the world.

#### **Standards Evangelism (2009-2010)**

Invited to speak at dozens of conferences during this time. Won a Java One Rock Star award for my presentation "Using WS-\* and REST in the Cloud" in 2009, the only IBMer to win the award. Built communities by leading the Cloud Computing Use Cases Google group that produced four versions of the [Cloud Computing Use Cases White Paper](#), established cloudusecases.org, and worked with IBMers and partners to found the Cloud Standards Customer Council (cloud-council.org).

Demonstrated the power of open standards such as Service Component Architecture and Service Data Objects (as implemented in Apache Tuscany), the Simple Cloud API, Apache libcloud, XForms, and BPEL. Every presentation featured live code running in the cloud, including a multi-tiered application that used cloud solutions from IBM, Amazon, and Rackspace.

#### **IBM University Relations** (2006-2008)

Guest lectured at more than 30 universities in 14 countries. Topics included open source projects as well as IBM products from Rational and WebSphere. Authored course materials and software, then distributed them to professors to help them integrate IBM initiatives in their courses.

#### **Eclipse Evangelism** (2003-2005)

Built a full-day Eclipse seminar, including presentation materials, demo code, and a hands-on workshop. Delivered these materials to thousands of customers, professors, and students as a conference speaker or guest lecturer.

#### **Web Services Evangelism** (2001-2003)

Evangelized SOAP and Apache Axis. Wrote a full-day briefing on SOAP-enabled web services, including basic RPC, digital signatures, encryption, delivering binary data along with XML, and service discovery.

#### **XML and XSLT Evangelism for IBM developerWorks** (1998-2001)

Delivered dozens of presentations to explain and illustrate the power of XML. Created a half-day hands-on workshop to illustrate how to work with XML parsers and the DOM and SAX APIs using Java. Also created a full-day workshop on XSLT. Wrote many developerWorks articles and tutorials on XML topics. To improve the site's workflow, I created an XSLT-based system for publishing tutorials. As an outgrowth of this work, I wrote O'Reilly's *XSLT* during this time.

#### **IBM Task Guide Project** (1995-1998)

Designed and built a markup-based system (originally SGML, later XML) for creating wizard-style help dialogs. Presented the system at the world's first XML conference in 1997. Worked with product teams across the company to embed the system in their products, enhancing the system to meet new requirements along the way. In addition to writing the initial versions of the system in C++ and Java, documented the system in a 351-page manual and created and delivered a three-day course on how to use and customize it.

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## WRITING

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#### **XSLT** (O'Reilly, 2001, second edition released 2007)

Wrote the entire book in DocBook and created hundreds of stylesheets and extension functions in Java, C#, JavaScript, Perl, Python, and Ruby. The book has sold more than 50,000 copies and has been translated into German and Russian.

#### **Programming Web Services with SOAP** (O'Reilly, 2001)

Co-wrote this book with James Snell and Pavel Kulchenko. The book has been translated into Italian and German.

#### **XML Handbook** (2000-2002)

Contributed chapters to three editions of the *XML Handbook* edited by Dr. Charles Goldfarb.

#### **IBM developerWorks**

Wrote dozens of articles and tutorials that generated more than 4,000,000 page views, including [An Introduction to XML](#), the most popular article for dW's first 10 years. My articles were translated into Chinese, Japanese, Korean, Portuguese, Russian, and Vietnamese.

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## EDUCATION

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**Masters Degree in Computer Science**, Vanderbilt University

**Bachelors Degree in English**, University of Georgia

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"Doug is a terrific and engaging speaker and evangelist who understands his audience and the needs of the business. In the many years I've worked with Doug, I've been continually impressed by the way he stays on top of the latest technology trends, his get-it-done attitude, and his ability to connect with the audience he is speaking to."

— Former Colleague