

Technical content leader with 20+ years shaping end-to-end documentation strategy across complex cloud, SaaS, and enterprise platforms. Expert in developer-focused content — including API/SDK documentation, architectural diagrams, integrations, product ecosystems, and platform-level guidance. Known for building scalable documentation frameworks, leading cross-functional content initiatives, modernizing tooling (docs-as-code and OpenAPI), and partnering with engineering and product leadership to drive documentation quality, velocity, and adoption. Experienced team lead with a strong record of accelerating onboarding, reducing support load, and championing AI-driven documentation automation.

Areas of Expertise

- Documentation Architecture
- Content Strategy & Management
- Developer Content (APIs/SDKs)
- UI/UX Writing & Content Design
- Cross-Functional Leadership
- AI-Driven Content Automation
- Agile/Scrum Collaboration
- Docs-as-Code, Git, OpenAPI
- Documentation Initiative Leadership
- Global Stakeholder Engagement
- Team Building & Leadership
- Cross-Team Collaboration

Professional Experience

VERINT SYSTEMS, INC. (2010-Present) – Erie, CO & Herzliya, Israel

Senior Content Developer (2014-Present) – Erie, CO

Serve as the senior documentation authority across multiple product lines, owning developer content strategy, API documentation frameworks, and cross-team content architecture. Translate complex technical concepts into accessible, user-focused content through collaboration with product managers, engineers, and senior architects. Partner with UX teams to evaluate interface content and recommend actionable improvements for on-screen guidance. Contribute to multiple Agile scrum teams, aligning documentation deliverables with sprint goals and product release timelines. Direct a cross-functional team in developing an AI-driven prototype for automated content creation. Collaborate with product managers to develop in-app guidance for new features and workflows.

- Executed diverse content development projects, consistently delivering accurate, high-quality documentation on schedule, achieving an average 3-day turnaround per deliverable and reducing overall project completion time by 20%.
- Revamped internal and external integration onboarding guides, streamlining processes and reducing customer support tickets by 16%.
- Led two Verint hackathon teams, presenting innovative solutions and earning recognition for creative technical content initiatives.

Content Development Team Leader (2010-2014) – Herzliya, Israel

Oversaw a team of junior writers to deliver structured, high-quality documentation aligned with user needs. Engaged with stakeholders to extract technical requirements and convert them into clear, accessible documentation.

- Created the company's first Technical Overview guide, the most accessed document in the suite, minimizing support tickets by 25%.
- Applied Agile frameworks to optimize documentation workflows, cutting cycle times by 15% and boosting team productivity by 20%.

COMVERSE, INC. (2005-2010) – Tel Aviv-Yafo, Israel

Senior Information Developer & Team Lead

Headed and empowered a team of technical writers by providing oversight and guidance in planning and executing documentation projects. Devised and maintained high-quality, user-focused content across multiple deliverables.

- Steered the transition from linear to modular documentation, enhancing accessibility and maintainability by 30%.
- Performed comprehensive content audits for successful CMS implementation and standardization, reducing implementation time by 15%.

Early Career: Technical Writer | Prophet 21, Inc. (now Epicor), Yardley, PA

Education

Bachelor of Arts in English Literature (Honors) | University of Wisconsin, Madison, WI

Technical Skills

Authoring, Collaboration & AI Tools: MadCap Flare, Markdown, Git/GitHub, M365 Copilot, OpenAPI/Swagger, SnagIt, MadCap Capture, Camtasia, Audacity, Adobe CC, Jira, Confluence, Zeplin, Figma, Pendo

Awards & Recognitions

Documentation on the Web Hackathon, Verint – 5th place out of 325 entries, Boulder, CO

Towards More Usable Documentation, STC Tel Aviv – Presented modular documentation improvements, Tel Aviv, Israel

Literary Short Story Award, Glimmer Train – 3rd place, Tel Aviv, Israel