



Wesley Kennedy

Principal Technical Marketing Engineer

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Wes Kennedy is a trusted advisor to his customers and his teammates. With a record of driving customer value with well designed solutions, he has been able to save customers millions of dollars in his time as a Systems Engineer. As a Technical Marketing Engineer he has been able to work closely with product teams to ensure that the products will meet customer expectations in market, as well as develop content to help drive those efforts.

AREAS OF EXPERTISE

Soft Skills

Identifying business problems from technical conversations and mapping technical solutions to those problems. Designing high level architecture on the fly with customers to meet their needs and expectations. Comfortable speaking with customers of all levels, from engineering to CxO.

Marketing & Solutions

Working with analysts to help them understand products and how they meet the analysts needs and questions. Creating written and video format content for customers and field sales alike that breaks down complicated technical content into easy chunks. Create a portfolio of internal docs, presentations, and pitch videos for each product to ensure that sales has the information they need to tell the story.

Platforms

Nutanix, Kubernetes, Gitlab CI/CD, Github, Splunk, Graylog

Languages

Python, Bash, Rust (actively learning), YAML, JSON, HTML, CSS, NodeJS, Javascript

EXPERIENCE

Aug 2021

Druva

Manager, Technical Marketing

Work with product teams to curate content and collateral for Phoenix and CloudRanger product lines. Present on webinars with PMM counterparts. Be the pipeline between customers, PM, and engineering. Create compelling demo videos, blog posts, and other assets to accompany product and feature releases.

Dec 2019 to Aug
2021

Nutanix

Principal Technical Marketing Engineer

Create and Manage technical content and Test Drive experiences for Nutanix Objects and Nutanix Mine products. Work closely with internal stakeholders such as Engineering Leadership, Engineering/QA, Product Management, Marketing, and Sales Engineering, as well as external partners, analysts, and customers to ensure marketing and training tools were available for Objects and Mine.

Key Projects

- **Nutanix Test Drive** - A highly immersive Test Drive experience for most of Nutanix's enterprise software

products. Greatly increased customer engagement with 10's of thousands of test drives taken each year. Helped implement automation through Python and Calm to enable deployment and demos for many Nutanix products.

- **TME Tech Bytes** - Worked closely with another team member to develop the TME Tech Bytes video series process and branding. Developed templates for videos with Nutanix Video team and helped create extensive documentation and tracking for production of the videos in our homes during the COVID-19 pandemic.
- **Nutanix Bible** - Took over and re-designed The Nutanix Bible after the original author moved on from Nutanix. The Nutanix Bible has well over 10k views per month. The re-design, which launches June 2021, should greatly speed up access to relevant information, increase viewer retention, and make it easier for people to contribute future content.

May 2015 to Dec
2019

Nutanix

Senior Systems Engineer

- Interface directly with CIOs and Directors to map core business initiatives and problems to Nutanix Solutions
- Apply architecture experience to ask the hard questions of business owners and technologists to ensure proper design requirements are documented and met
- Design reliable and highly performant Nutanix Clusters to meet technical and business requirements, including budget
- Run workshops, bootcamps and in-depth discussions with customers, partners and internal Nutanix folks about products and features
- Involved with Storage Xperts group focusing on Nutanix Files and Objects
- Attends trainings and bootcamps including: Storage Xperts, vBCA Bootcamp, NPX Bootcamp, Hackathons
- Critical Deal Reviewer within SLED, supporting other SEs to ensure nothing is missed on large deals
- Respond to large RFPs with detailed design requirements
- Present about Nutanix at various events, in front of technical and business focused individuals

May 2014 to May
2015

Carenection

Lead Architect

- Built a highly available and scalable Tele-Video Platform for Remote Video Interpretation Company while maintaining service to legacy customers on proprietary video conferencing solutions
- Helped split IT department into separate company (Carenection) to leverage powerful private healthcare network we built to service more than just tele-interpretation for health care customers
- Lead small group to develop next-generation video platform, utilizing WebRTC, Auto-Scaling Containers, Customer Call Routing and Queuing (RabbitMQ), etc. to replace the proprietary Polycom and Cisco Solutions implemented through Microsoft Lync.

Oct 2012 to May
2014

Carenection

Virtualization Engineer

- Implemented Nutanix to simplify 3-tier virtualization platform (Early Nutanix Customer)
- Deployed Polycom Virtual RMX (on Nutanix) to perform live video transcoding, connecting various video platforms over a singular video interface designed for Healthcare Provider use
- Involved in troubleshooting hundreds of different hospital network environments, specifically highly noisy WiFi installs, for video and audio codec performance issues and firewall and network misconfiguration
- Architected dual datacenters to ensure platform resilience and performance