

DEVELOPER RELATIONS | CONTENT STRATEGY | PROGRAM MANAGEMENT | COMMUNITY ENGAGEMENT

Versatile senior leader with over two decades of experience across developer relations, content strategy, community engagement, open-source collaboration, and platform implementation. Proven ability to lead global teams, execute strategic programs, and scale tools and systems that enable developers, customers, and collaborators. Recognized for cross-functional impact, people-first leadership, and long-term contributions to content innovation, technical support, and community ecosystems.

CORE SKILLS

- Developer Relations & Advocacy
- Community Management & Engagement
- Technical Content & Documentation Strategy
- Open Source Collaboration
- Knowledge Management & Wikis
- Program & Project Management (PMP)
- Platform Implementation & Toolchain Design
- Leadership, Mentorship & Career Development
- Executive & Cross-Functional Communication
- Metrics, Analytics, & Continuous Improvement
- Forum Moderation & Scalable Support Systems
- Learning Content Development (Labs, Blogs, Webinars)

TOOLS

Community-related tools

Khoros | Jive | Confluence | GitHub | Discord | MediaWiki | Common Room | Google Analytics | Social Amplification Strategies

Content-related tools

Trisoft XML CMS | MediaWiki | FrameMaker | XMetal | Git Publishing Toolchains

Support-related tools

Zendesk | Salesforce

Developer-related tools

GitHub | Postman | Python | VS Code | Git Bash

Measurement & analytics tools

Balanced Scorecard | Google Analytics

AI tools

HuggingFace | LM Studio | Ollama | LangChain

RELEVANT EXPERIENCE

Community Experience & AI Engagement Strategist

Independent | 2025 – Present

Designing and implementing engagement systems that help organizations build authentic, sustainable communities.

- Created a full-spectrum community engagement strategy for a digital content brand
- Developed and deployed a lightweight LLM-based chatbot with RAG
- Developed and deployed a custom GPT-powered assistant
- BayLISA Community Meetup board member

Senior Manager, Developer Advocacy

Cisco Systems | July 2023 – November 2024

- Led team of Developer Advocates creating technical content and building awareness for Cisco's developer ecosystem
- Designed and executed Developer Sustainability Week, showcasing automation and climate-focused innovation
- Delivered talks and demos at conferences; promoted Cisco's developer-facing narrative
- Hosted monthly BayLISA meetups, rebuilding community presence through local engagement

Senior Manager, Developer Community Engagement

Cisco Systems | April 2022 – July 2023

- Managed global software engineering and community engagement team
- Developed DevOps Group Hub (60+ active contributors), a niche forum for automation professionals
- Boosted forum engagement by 10% through content programming and social amplification
- Piloted Cisco's post-COVID meetup strategy and in-person engagement workflows

Senior Manager, Developer Success

Cisco Systems | July 2015 – April 2022

- Oversaw global developer support team; led forum moderation, knowledge base strategy, and CRM migration
- Implemented Zendesk support platform, reducing third-party costs and enabling better analytics
- Partnered with Cisco Learning and Product teams to support DevNet certification through documentation and feedback
- Mentored team members into developer-facing roles and restructured team toward engagement focus
- Led workshops at Cisco Live events

SELECTED HIGHLIGHTS

- Won the 2017 Cisco Pioneer Award as part of the team that created the DevNet Sandboxes
- Created and led Developer Sustainability Week, a virtual event attracting 600+ global attendees
- Hosted and facilitated BayLISA meetups at Cisco to reignite local developer engagement post-pandemic
- Built, set policies for, and moderated the Cisco DocWiki collaborative documentation platform, enabling open collaboration
- Helped build the OpenDaylight collaborative documentation platform for an open source project and worked with a diverse, international team to populate the content
- Led implementation of Zendesk integration to transform developer support operations, and trained people across Cisco to populate its knowledge base
- Helped develop a Git-based content toolchain to publish developer-focused content on the DevNet portal
- Implemented a DITA/XML CMS (Trisoft) to create embedded documentation for SDKs
- Authored hands-on technical content, including Learning Labs and developer onboarding experiences
- Managed forums with 50,000+ monthly visitors and grew engagement through daily content strategies
- Mentored cross-functional contributors and transitioned support engineers into Developer Advocate roles
- Presented at Cisco Live, CIDM Best Practices, and other 3rd party developer conferences

EDUCATION & CERTIFICATIONS

MBA – CSU Monterey Bay
BA, Political Science – UC Santa Barbara
PMP #1225518

RELEVANT EXPERIENCE (continued)

Manager, Developer Content

Cisco Systems | May 2012 – July 2015

- Managed SDK and API content strategy; authored technical documentation for Cisco DevNet
- Implemented Git-based publishing workflows and transitioned team to DITA/XML using Trisoft
- Wrote and edited developer Learning Labs and integrated educational assets into Cisco's platforms
- Led open-source documentation for OpenDaylight, including contributor onboarding and wiki moderation
- Won the 2013 Cisco Chairman's Choice award for work on the onePK project

Documentation Manager

Cisco Systems | July 2011 – May 2012

- Oversaw content delivery for cross-functional product teams
- Developed collaborative authoring workflows and mobile documentation best practices
- Supported wiki content consolidation and platform modernization efforts

Program Manager

Cisco Systems | October 2007 – July 2011

- Worked with a Distinguished Engineer to build and launch Cisco's first public-facing collaborative documentation system, Cisco DocWiki, on the MediaWiki platform
- Built moderation and contributor infrastructure for sustainable content governance
- Led development of IPv6 Knowledge Base, improving cross-business discoverability and search
- Drove adoption across product, support, and engineering teams
- Developed the Balanced Scorecard approach to measure success for the documentation team and presented data to senior management
- Presented topics on collaborative content and the balanced scorecard at CIDM conferences.

Technical Writer

Cisco Systems | November 1998 – October 2007

- Authored content for various business units including routers, VoIP systems, and security products
- Created PBX Interoperability Portal; collaborated with manufacturing and support for cost-savings initiatives

RELEVANT EXPERIENCE (continued)

Documentation Manager

Lucent Technologies (formerly Octel) | September 1997 – October 1998

- Managed team during acquisition transition; unified branding and departmental strategy

Departmental Manager

Octel Communications | March 1996 – September 1997

- Led a team of writers, editors, and production specialists to produce documentation for the service provider market

Technical Writer

Octel Communications | July 1991 – March 1996

- Participated in the Beta Readiness Program; received 1995 Octel President's Award for impact on content release processes
- Wrote technical content for voice mail systems

Technical Writer

Touch Communications | September 1990 – May 1991

- Wrote technical content for a startup company

Technical Writer

Comtech Services | November 1989 – August 1990

- Created content for several clients
- Worked for JoAnn Hackos, a renowned expert in technical documentation