

Greetings,

I've had a short chat with Katherine Gennarelli of Glocomms and provided some videos, but no doubt the applicant pool is wide and deep. This brief note augments my strategy to realize an interview for Elwood's tech writer position.

I have three points to make.

First, I doubt there are a dozen people in the U.S. you should hire. I'm one. If my guesses are correct, you need API refs, dev guides, web work, collaborative and data driven docs, and a publish pipeline with tools and processes that can scale with the company. You need a jack-of-all-trades but also a master-of-some (not none) with the skills and energy to helicopter in and start producing the first day. Hiring an expert at one thing leaves you soon hiring other experts to fill in the gaps. That's not an ideal start for a start-up.

Second, resume's suck. I offered to provide Katherine with a CV (I'm not actively looking for work), but the truth is a list of 100 tools and a thousand projects yields scant insight into one's work ethic, vision, integrity, interpersonal skills, and other critical traits. My 20 thousand pages of past work (online) offers clues, but past performance doesn't guarantee future results. Moreover, Elwood's ambitious vision certainly requires extraordinary people--your "tech writer" needs a rich measure of Yin and Yang: old enough to have earned deep and broad experience, but vibrant enough to drive forward with vision and zeal; Fortune 500 and startup experience, a 10,000 foot view and an ability to work in the trenches, process and pipeline expertise with an ability to produce voluminous content. That's me. And I check off many other boxes such as deep compliance, trading, and SDK experience.

Finally, I already have a safe, 200+k/year job at Adobe. With the storm clouds of an economic downturn and perhaps a crypto winter casting a pall over even the best of ideas--and perhaps--additional VC funding, commitment is key. If I'm convinced of Elwood's business trajectory, then you'll know you've hired a long term stakeholder. Hiring is hard, but re-hiring is painful.

Thanks for the time!

Ben

Live SDKs on Adobe.com, CV on request, past projects on Google Drive

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