Producing and Publishing Technical and Strategic Content

I focus on writing, editing, and producing influential blog posts, white papers, ebooks, presentations, and other technical material that explain how to solve real-world problems with emerging technology or established full-stack solutions. I've worked as a writer, editor, technical marketing manager, or technical marketing engineer at Broadcom, VMware, Verizon, AT&T, Reed Business Information, several other major corporations, and various daily newspapers. See my resume or LinkedIn page.

During the past eight years at VMware and Broadcom, I was focused on producing compelling technical material that maximizes influence, product adoption, and business outcomes. Most of my work at VMware was centered on 5G telecommunications solutions, network architecture, cybersecurity, regulatory compliance, cloud computing, and virtualization. Here's what I did at VMware and Broadcom:

- Wrote, edited, and produced distinctive, defensible, targeted, and influential blog posts, white papers, and ebooks on telecommunication systems, cloud-native technology, transformation, automation, efficient operations, security, edge, and AI/ML.
- Helped create and refine the strategy and messaging for the telecom product portfolio to support sales and field engineering teams and to increase revenue.
- Helped establish VMware as a thought leader in the security, telecom, and cloud-native spaces.
- Presented technical talks on security, cloud computing, and network architecture at VMworld and VMware Explore in the United States and Europe.
- Helped produce, develop, and edit a highly educational and influential telecom industry blog site that generated leads, drove partner engagement, and educated industry analysts.
- Edited or ghostwrote partner blog posts with VMware colleagues and partners from Ericsson, Nokia, Samsung, Mavenir, and various other companies to help create a large telecom partner ecosystem.

Products and Product Portfolios

During the last eight years, I produced strategic messaging and technical content to promote adoption, help drive lead generation, distinguish VMware solutions from those of competitors, and educate partners and customers on the following products:

- VMware Telco Cloud Platform for core and radio access networks
- VMware Service Management and Orchestration
- Telco Cloud Automation
- Telco Cloud Service Assurance
- Radio Intelligence Controller, used for AI/ML and network optimization
- Photon OS, a minimalist Linux operating system optimized for vSphere and containers
- VMware vSphere, vCenter, vSAN, and NSX
- Kubernetes and other cloud-native technology

Approaches, Objectives, Methods, and Strategies

I apply various rhetorical, editing, design, and publishing strategies like solution-based selling and reader-centered writing to efficiently produce effective outcomes at scale. I aim to produce concise, coherent, and factual material that simplifies complex technology and solidifies its connection to business benefits. The outcomes I typically aim for are as follows:

- Establish thought leadership through producing distinctive, defensible blog posts and papers tailored toward business-defined objectives ranging from building awareness and interest to educating readers, solving problems, or influencing buying or architectural decisions.
- Produce foundational public-facing content that helps colleagues refine their messaging, prepare their presentations, develop their own blog posts, and obtain training on product capabilities, use cases, and benefits.
- Publish long-life content that remains salient and persuasive for as long as possible and optimizes natural search results for key capabilities.

I frequently customize blog posts to demonstrate capabilities or benefits to major accounts or potential partners so those readers can visualize the solution, its architecture, and its relationship to solving business problems, improving efficiency, or increasing revenue. Here are a few examples of the opening paragraphs of blog posts. For this partner blog post, I was the ghost writer (Seize the Future: Mavenir and VMware Win FutureNet Network Disaggregation Award):

> "Strategic decision makers at telcos are caught up in something of a high-wire act: They must solve the problems of the present while positioning their companies for growth in the future. Forgive them if they don't want to look down, because the risks of a misstep can bring only peril: Without adequately addressing the problems of the present — especially the high costs of operating networks tied to closed, monolithic stacks that undermine rapid change and stagnate innovation — it will be difficult to prepare themselves to meet their own publicly declared visions for the future."

Here's an opening for another blog post I ghostwrote for product managers and partner relationship managers (Deploy Open RAN with Confidence: Implement a Commercially Proven, Operationally Ready 4G/5G Solution):

> "As a strategic decision-maker weighing the costs and benefits of deploying open RAN at a large telco, you're likely facing a litany of problems and pressures: financial risks, operational costs, and simultaneous 4G/5G requirements, to name a few. The promise of a disaggregated open radio access network collides with the hard reality of the present: maintaining and updating a large, costly purpose-build vertical stack of hardware that keeps your operations stuck in the past and your CapEx budget stuck in the heights even as you work to re-architect and expand that monolithic system to support 5G. There's solace in minimizing risk, of course, but without end-to-end automation, it's technically difficult and operationally costly to rapidly scale and centrally manage your 5G network."
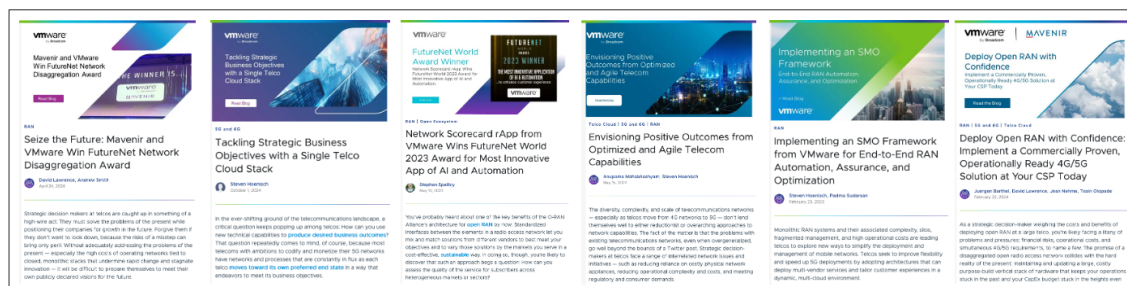
Sample Publications

White Paper: Envisioning Service Management and Orchestration for 5G: Toward a Modular Multi-Vendor, Multi-Cloud SMO Spanning Beyond RAN to Core and Edge

Solution Brief: Orchestrate, Automate, and Assure O-RAN with SMO: Saving Energy in the RAN, Optimizing Services with AI/ML, Deploying CNFs, and Other SMO Use Cases

Ebook: Modernize to Monetize: Reimagine the Telco Cloud to Capitalize on 5G: Efficiently Design, Deploy, Operate, and Protect 5G Networks

Blog Post: Network Scorecard rApp Wins FutureNet World 2023 Award for AI and Automation

Ebook: RAN Programmability: Tapping RIC Use Cases to Monetize 5G Services

Blog Post: Implementing an SMO Framework for End-to-End RAN Automation, Assurance, and Optimization

Ebook: Inherent Value: The Benefits of Running CNFs on VMs: Optimizing Mixed Workloads on Shared Infrastructure with Kubernetes on VMware Telco Cloud Platform

Blog Post: Envisioning Positive Outcomes from Optimized and Agile Telecom Capabilities

Blog Post: VMware Powers Disaggregation with Modernization Option

Blog Post: Take the Fast Path or Full Path to Network Transformation

White Paper: Security for Open RAN in 5G Telco Clouds: Protecting Networks with Automation and Zero-Trust Architecture

White Paper: Telco Cloud Platform 5G Intrinsic Security Guide

Blog Post: Tackling Strategic Business Objectives with a Single Cloud Stack

Ebooks for lead generation: Kubernetes on vSphere For Dummies (lead writer; this ebook was among the cloud-native business unit's top lead-generation assets for several years); Telco Cloud for Dummies (contributing writer and editor); RAN Transformation for Dummies (contributing writer and editor)

E-Book: Edge of Opportunity: Identifying Use Cases Driving Market Demand: Edge Computing Use Cases to Generate Revenue, Gain Efficiency and Improve Customer Experiences

White Paper: Containerized Network Functions on Virtual Machines or Bare Metal? Securing, Managing, and Optimizing CNFs and 5G Services at Scale

White Paper: Performance Tests Prove Hypervisor Speeds Match Bare Metal

Figure: I laid out and designed the solution briefs, white papers, and ebooks in Adobe InDesign.