Resume of Steve Hoenisch, White Paper Writer and Technology Evangelist

Summary

- **Experience:** More than 10 years in strategic communications, copywriting, technical writing, and editing at VMware, EMC, Likewise Software, Microsoft, Reed Business Information, AT&T, and Verizon Wireless. More than 6 years as an editor at such daily newspapers as *American Banker* and *The Hartford Courant*.
- **Education:** Master's degree in Linguistics.
- **Knowledge:** Cybersecurity, cloud-native applications, cloud platforms, telecommunications, information security, regulatory compliance, analytics, data science, distributed storage systems, SEO, cognitive psychology, publishing, cloud computing, data standards, data access protocols, software development, DevOps, user experience, business intelligence, content marketing, technical marketing engineering, cloud applications.
- **Technologies:** Kubernetes, containers, Linux, VMware vSphere, OpenStack, NAS, SMB, NFS, Active Directory, LDAP, Kerberos, REST, XML, EPUB, NoSQL, JSON, Internet protocol suite, NSX, VMware infrastructure.
- **Publications:** Influential technical white papers that explain how to solve real-world problems with emerging technology. Magazine and newspaper articles published in *XML Journal*, *The Hartford Courant*, and the *Chicago Tribune*.

Experience

Sr. Technical Marketing Manager, Telco Business Unit, VMware
VMware software forms a digital foundation that powers and protects the applications and services transforming the world. 2016 to present (formerly in the Cloud-Native Applications Business Unit):

- Writing technical white papers and e-books on telecommunications, cloud computing, digital transformation, cloud-native technology, and cybersecurity.
- Connecting the dots between technological advances and business benefits.

Senior Solutions Architect and Technical White Paper Writer, EMC Emerging Technologies Division
EMC Emerging Technologies Division makes distributed systems to store big data. 2012-January 2016:

- Wrote technical white papers that established thought leadership on emerging technologies, created the messaging strategy for Hadoop, ranked at or near the top of Google search results for the papers' target keywords, and helped increase Hadoop sales by millions of dollars.
- Wrote popular best practices guides that solved complex problems with technical authority, reduced calls to support, and attracted new customers to EMC's storage, security, and compliance solutions.
- Wrote a book on Hadoop applications and storage architecture to evangelize big data solutions.

Principal Copywriter, Editor, and Technical Writer, Likewise Software
Likewise Software developed enterprise software for cross-platform interoperability at the intersection of storage, identity, compliance, and security. Likewise was acquired by EMC. 2007-2011:

- Created content strategies, marketing material, and technical documentation that helped propel the company from a startup to a prime acquisition target.
- Wrote technical white papers that established the company as a thought leader.
- Performed developmental editing, substantive editing, and copy editing.
- Developed an SEO program that raised the profile of the company and expanded the sales pipeline.
- Wrote book-length guides to help IT pros manage Linux and Mac systems with Active Directory.
- Built a standards-based publishing system that combined components for structured authoring, single sourcing, automated production, SEO, and continuous publishing.

Technical Writer, Microsoft
User Assistance, Macintosh Business Unit and Windows Enterprise Management Division (Contractor). 2006-2007:

- Wrote help topics for Microsoft Office 2008 for Mac: Word, Excel, Entourage, and PowerPoint.
- Wrote guides for System Center Operations Manager 2007.

Data Standards Manager, Reed Business Information Content Management Center of Excellence, Reed Business Information. A major international publisher, Reed publishes print and online magazines such as *Variety* and *Publisher's Weekly.* 2005-2006:

- Wrote evaluations of and standards for XML editors, content management systems, and classification systems.
- Helped steer decision making on the enterprise-wide use of XML applications, content management systems, taxonomies, and search engine optimization.

Technical Writer and XML Architect, Verizon Wireless
Commercial Data Systems unit of Verizon Wireless. 2000-2004:

- Wrote position papers, guides, and engineering standards for customer-facing systems that delivered mobile data services, such as text messaging.
- Implemented an XML authoring and single-sourcing system with DITA and XMetaL to automate production and reuse content.

Technical Writer and Trainer, AT&T
Managed Internet Services unit of AT&T. 1999-2000:

- Wrote guides on delivering global telecommunications services to international corporate customers.
- Trained engineers to set up Internet services.

Newspaper, Book, and Magazine Editor

- *New York Daily News.*
- *American Banker*, New York, N.Y.
- *The Salem Evening News*, Salem, Mass.
- *New Age Journal* magazine, Boston, Mass.
- Michael Friedman Publishing Group, New York, N.Y.
- *Willamette Week* newspaper, Portland, Ore.
- *The Hartford Courant*, Hartford, Conn.

Education

Master's Degree: Linguistics, The Graduate Center, City University of New York.

Bachelor's Degree: University of Oregon, Eugene, Ore. Major: philosophy; minor: economics. Activities: Editorial Page Editor of the Oregon Daily Emerald and player on the University of Oregon Soccer Team.

Recent Publications

Intrinsic Security for Telco Clouds at the Dawn of 5G: An Integrated Approach to Helping CSPs Meet Emerging Security Standards. This technical white paper summarizes the security risks and requirements that CSPs face as they transition to 5G networks and increasingly rely on virtualization, containers, and cloud computing. The paper illustrates how VMware technology protects telecom networks with an array of built-in security measures, many of which can be automated. Published by VMware.

Intrinsic Security for Telco Clouds: Protect Infrastructure with Built-in Measures. This short paper explains how the VMware Telco Cloud emphasizes intrinsic security—security that's integrated with the software and infrastructure so it's programmable, automated, adaptive, and context-aware. Published by VMware.

Blog Post: Adapting to a Changing Telco Landscape and Shifting Requirements with Built-in Security. Published on the VMware Telco Cloud Blog.

VMware Ready for Telco Cloud. A short overview of the program.

Kubernetes on vSphere For Dummies. Book published by Wiley and VMware.

Accelerating Digital Transformation with Containers and Kubernetes: An Introduction to Cloud-Native Technology. This e-book introduces you to containers and Kubernetes, explains their business value, explores their use cases, and illuminates how they can accelerate your organization's digital transformation. Published by VMware Press.

Containers on Virtual Machines or Bare Metal?: *Deploying and Securely Managing Containerized Applications at Scale.* This white paper meets objections to running containers on VMs with technical explanations and evidence-based responses. It argues that combining containers and VMs establishes the perfect catalyst for reliably and robustly deploying and operating containerized applications at scale. Published by VMware.

Driving Digital Transformation with Containers and Kubernetes: How Kubernetes Manages Containerized Applications to Deliver Business Value. A white paper published by VMware.

Cloud Native Stack Security eBooklet. Published by VMware.

A Dash of Security: Locking Down Kubernetes Admin Access to Thwart Crytojacking. An unsecured Kubernetes Dashboard on the Internet is an open invitation for hackers to hijack your cloud compute resources to mine cryptocurrency. Here's how to lock the dashboard down. Published on the VMware cloud-native apps blog.

Demystifying Kubernetes. Published by VMware.

Glossary of Cloud-Native Terms. This booklet presents definitions for terminology in the cloud-native space. The definitions are not intended to be axiomatic, dictionary-style definitions but rather plain-language descriptions of what a term means and an explanation of why the technology associated with it matters. Published by VMware.

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