

Contents

Steve Hoenisch :: Resume :: White Paper Writer	1
Summary	1
Experience	1
Education	2
Recent Publications	2

Steve Hoenisch :: Resume :: White Paper Writer

Summary

- **Experience:** More than 10 years in copywriting, technical writing, and editing at EMC, Likewise Software, Microsoft, Reed Business Information, 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:** Analytics, data science, information security, regulatory compliance, storage systems, SEO, cognitive psychology, publishing, cloud computing, data standards, data access protocols, software development, user experience, business intelligence, content marketing, technical marketing engineering, Hadoop applications.
- **Technologies:** Hadoop, Linux, OpenStack, NAS, SMB, NFS, Active Directory, LDAP, Kerberos, REST, XML, XSL, DocBook, DITA, EPUB, SQL, NoSQL, JSON, JavaScript, PHP, Internet protocol suite.
- **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

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 message 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 with Sakson & Taylor). 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, 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

- [Running Containers at Scale with Photon Platform: A Secure, Multitenant Architecture for Cloud-Native Applications](#), a white paper published by VMware.
- [Deploying Cloud-Native Applications with Photon OS](#), a white paper published by VMware.
- [EMC Isilon Scale-Out NAS for In-Place Hadoop Data Analytics](#), a white paper published by EMC Emerging Technologies Division.
- [EMC Isilon Best Practices for Hadoop Data Storage](#), a white paper published by EMC Emerging Technologies Division.
- [OneFS Multiprotocol Security Untangled](#), a white paper published by EMC Isilon.

- [Data Lakes for Data Science: Integrating Analytics Tools with Shared Infrastructure for Big Data](#), a white paper published by EMC Emerging Technologies Division.
- [EMC Isilon Multitenancy for Hadoop Big Data Analytics](#), a white paper published by EMC Emerging Technologies Division.
- [Compliance and Security for Hadoop Scale-Out Data Lakes](#), a white paper published by EMC Emerging Technologies Division.
- [EMC Isilon Performance at Scale for Electronic Design Automation](#), a white paper published by EMC Emerging Technologies Division.
- [Identities, Access Tokens, and the OneFS User Mapping Service](#), a white paper published by EMC Isilon.
- [EMC Isilon Scale-out NAS: An Architecture For Resiliency, High Availability, And Data Protection](#), a white paper published by EMC Emerging Technologies Division.
- *XML Journal*. Wrote [seven columns](#) on structuring documents with XML.
- [Monitoring Unstructured Data](#), a white paper published by Likewise Software.
- [Auditing Unstructured Data](#), a white paper published by Likewise Software.
- [EMC Isilon Multiprotocol Data Access with a Unified Security Model](#), a white paper published by EMC Isilon.