

Dave Schneider

Marketing and Technical Communications

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(818) 713-0483

Key Skills

- Marketing communications
- Technical documentation
- Expert in networking, test, computation
- Photography
- Graphics

An accomplished marketing and technical writer with a unique ability to quickly and accurately produce powerful, convincing messaging. Extensive experience in developing marketing collateral of all types in computing, networking and test technologies. I am looking to put my professional background and writing talents to work on a contract basis for active, high-tech companies.

Education

Massachusetts Institute of Technology (MIT)

- BSEE, MSEE in Computer Science

Skills Summary

Marketing: White paper, articles for publication, presentations, brochures, press releases, web sites, and blogs.

Technical: Principals of operation, users' guides, quick start guides, marketing requirements documents, and functional specifications.

Networking: LANs, WANs, VPNs, routers, firewalls, TCP/IP, Wi-Fi, wireless

Software: MS Office, FrameMaker, InDesign, Photoshop, Lightroom, Illustrator

Experience

Ixia, Calabasas, CA

Multiple Roles, 1998-2012

Ixia designs and manufactures test equipment that validates network equipment from the wireless edge through the Internet core. Worked as both a consultant and employee, helping it grow from a startup to a public corporation with over \$500 million in revenue. My roles at Ixia were:

- **Director of technical publications.** Initially, as the sole writer for Ixia's technical documentation, developed theory of operation, and quick start/users' guides for all Ixia products. Transitioned to Director of Technical Publications for more than a dozen labeled products. Maintained documentation while managing a group of five writers across multiple locations.
- **Product line manager.** Managed quarterly product introductions and updates for Ixia's security related products in VPN (virtual private networking), access control, and authentication.
- **Marketing manager.** Joined Ixia's marketing team in 2007 and held roles as lead writer, campaign manager, and manager of product marketing. Developed more than twenty marketing campaigns that encompassed web, brochures, spec sheets, sales material, customer and technical presentations, white papers and press briefings.
- **Field marketing manager for APAC and China.** Developed the first field marketing role for Ixia. Developed and implemented the regional marketing plan, including trade shows, private events, press and analyst relations, webinars, and localized campaigns. Travelled throughout the region speaking at private and public events on Ixia's technologies and products.

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| Internet Dynamics Thousand Oaks, CA | <p>Founder, CTO – 1995-2000</p> <p>IDI’s Conclave product line offered a Windows-based system that implemented application and network security for a wide range of protocols and applications. Internet Dynamics was sold to RedCreek Communications in December of 2000 and later assumed by SonicWall.</p> <p>One of three founders of Internet Dynamics Inc. (IDI), a developer of policy-based, role-based Internet security software. Initially served as the VP of Engineering – setting up the entire engineering staff and completing first release development. As the company grew to 60 employees, transitioned to CTO.</p> <p>Conceptualized and design of all IDI’s products, managed on-time development, participated in business management, fund-raising, investor and analyst relations, marketing and sales support and presented technical papers at industry conferences.</p> |
| Quadratron Systems Westlake Village, CA | <p>Director of Software, 1987 – 1989</p> <p>Having sold SofTest’s major products (see below) to this developer of Office Automation software, joined Quadratron as Director of Software. I directed, developed, and managed their office software products.</p> |
| SofTest Inc. | <p>Founder and President, 1981 – 1987 Consultant, 1989 – 1994 Consultant, 2000 – 2002</p> <p>SofTest is the corporate entity that supports my consulting activities. I also consulted through SofTest to individual clients from 1989-1994 and 2000-2002.</p> <p>SofTest started in the 1980s as a consulting firm that grew to 16 employees. SofTest developed products in the areas of Unix system software, word processing and typesetting, C and ADA compilers, and ATE (Automatic Test Equipment) software.</p> <p>SofTest also developed, from the ground up, two major software packages: SofGram Electronic Mail and SofType Desktop Publishing).</p> <p>Consulted from 1989 – 1994 with Sun Microsystems, Virgin Games, Fibermux Corp, and NCR/Teradata. From 2000 – 2002, I consulted to several networking companies, including Accelerated Networks/Occam Networks, ECOM Universal in Taiwan, and Nexus Management, Inc.</p> |
| Earlier Experience | <p>Available on request</p> |
| Patents | <ul style="list-style-type: none"> • US # 7272625, 7821926, 8136143, 20080028426, 20120198232, 20110072135 – Generalized policy server. • US # 6178505 – Secure delivery of information in a network. • US # 6408336, 6785728 – Distributed administration of access to information. • US # 6105027 – Techniques for eliminating redundant access checking by access filters. |
| Writing Samples | <p>Available upon request.</p> |
| References | <p>References can be viewed at LinkedIn.</p> |