

ROBERT HEUER

WRITER - EDITOR - BUSINESS ANALYSIS CONSULTANT

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RECENT CLIENTS AND ENGAGEMENTS

Enterprise companies:

Microsoft	Coca-Cola	Unisys
MetLife Financial Services	AT&T	Washington Mutual
Aozora Bank	Safeco	Vulcan

Non-profit/governmental organizations:

United Nations Development Programme	CARE	GovZone/ Tennessee Valley Authority
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PROFESSIONAL ACCOMPLISHMENTS

Technical Writing/Editing and Business Analysis

- Wrote and edited high-quality, plain language deliverables to support software and service development: deployment guides, Help, SDK, whitepapers, etc.
- Gathered, documented and refined business, functional, and technical requirements for custom enterprise software and related technologies.
- Developed strategic reports and technical vision documents to help customers clarify and focus their business values, goals and ROI for using new technologies.
- Led multiple internal efforts to standardize operational processes and thereby gain efficiency across various profit and cost centers in-house.

Project Management and Multi-Phase Engagement Coordination

- Provided detailed recommendations for phased roll-out of large (\$1M+) license and service engagements for enterprise software solutions to international organizations.
- Designed a detailed, repeatable delivery methodology by which a services organization could implement custom software engagements with minimal drag or risk.
- Built and managed a team of analysts who met new customers and conducted workshops to derive requirements and set expectations about the engagement process.
- Managed editorial teams to produce customer-facing and internal-facing documentation deliverables in support of multiple software product releases.

Enterprise Marketing and Sales Support

- Wrote and edited technical engineering and marketing whitepapers to educate specific customer and partner audiences about product and service offerings.
- Managed ad-hoc user interface and usability audits throughout product development using focus groups, usability consultants, and consensus among internal personnel.
- Developed RFP database to improve the readability and consistency of RFPs and RFIs, streamline messaging, and empower the sales force to respond more quickly on demand.

EMPLOYMENT HISTORY

Aug. 1992
to present

Self-Employed Technical Writer and Business Analysis/Project Management Consultant

Manage and document various projects related to enterprise and IT software releases.

Client list and project duties:

Microsoft Corporation (1994 to present)

- Developed executive strategy documentation for online-facing internal application groups.
- Authored marketing and operations playbooks for the CMG and Global Security teams.
- Documented planning for and using CSP framework for creating new MSCOM web sites.
- Wrote and delivered training and process analysis for service and sales organization.
- Supported delivery of new tools and processes to 5500+ worldwide field personnel.

Recent Microsoft contracts ...

GROUPS: Community Platform Services (CSP), Download Services Platform (DSP), UC TAP/Lync 2010, MS-COM, Global Security, MCS, Windows 7, NA-CMG

DELIVERABLES: Reports, white papers, user/admin docs, training curricula, retail books, SDK, ad copy, web site copy, UI audits, playbooks, marketing collateral, and Help.

Aozora Bank (2006)

- Consulted on documentation requirements for the new data center of a large Tokyo bank.
- Hired skilled professionals and directed projects in a chaotic overseas environment.

PlayStream LLC (2004)

- Wrote company overview whitepaper and various web site content for 8-person startup.

Netegrity, Inc. (1999-2002)

- Wrote guidance to multiple audiences for the enterprise deployment of a portal product.
- Wrote technical marketing whitepapers to support a major new product launch.
- Managed a team of writers, including providing focus for all writers to be successful.

Safeco Insurance (1999-2000) and Washington Mutual Bank (2003-2004)

- Wrote and managed business continuity/disaster recovery (BCDR) docs for data centers.

Amazon.com (1997-1998)

- Wrote topology and decision guidance for database developers in the Associates Program.

Feb. 2000
to Jan. 2002

Consulting Manager and Analyst, Business Analysis and Information - DataChannel, Inc.

Built and managed a team that gathers and documents requirements for custom software projects.

Responsibilities:

- Oversaw the requirements management process for customer engagements.
- Helped build and refine a repeatable editorial process for customer engagements.
- Trained, reviewed, and performed team-building with all personnel on my team.

Products / technologies:

- Enterprise Information Portals (EIP) based on XML, XSLT, and Java.
- Wireless and desktop presentation of corporate data and web-based applications.

Letters of recommendation and sample documents available upon request.