Mike Broberg

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https://mikebroberg.rocks/

I like digging into technology and helping the people behind it tell the world their story.

Specialize in writing about complex tech to make it accessible to wider audiences. Collaborate with engineers and product management to surface new ideas for customer emails, media interviews, whitepapers, case studies, and sales enablement. Produce getting-started guides, test code samples, and apply content to marketing funnel. Friendly marketer who codes. Sometimes mistaken for a developer at events.

Education

AWS. Certified Solutions Architect - Associate.	2019
Coursera. Completed 5-course specializations in Java data structures and intro to Python.	2015 – 2017
Harvard Extension School. Part-time coursework in Java programming, network architectures, marketing management.	2009 – 2013
Boston University College of Communication. Bachelor of Science (BS) in Communication, concentration in advertising. Magna Cum Laude.	2001 – 2005

Experience

Product Marketing Manager. *Threat Stack. Boston, MA*. Drafted tech paper for sales engineers on agent software. Relaunched field enablement program in Highspot. Conducted competitive research. Produced Docker cryptojacking webinar. Wrote compliance PDFs.	2018 – now
Editor, Developer Advocacy. *IBM Watson and Cloud Platform. Cambridge, MA*. Edited Medium publication and grew followers from 0 to 1K in 13 months. Launched team website. Maintained documentation for PixieDust data science project. Handled Stack Overflow shifts.	2015 – 2018
Product Marketing Manager. *IBM Cloudant. Boston, MA*. Coordinated product launches. Supported Apache CouchDB. Scripted Cloudant explainer video. Produced webinars and demos. Ran comms for IBM acquisition. Handled Cloudant portions of two Forrester Wave reports positioning IBM as a leader for the first time.	2014 – 2015
Marketing Communications Director. *Cloudant (startup). Boston, MA*. Managed PR agency, blog, social & customer marketing. Analyst relations with Gartner resulting in inclusions in three research reports. Did support shifts. Sent ascii art holiday email.	2013 – 2014
PR Team Lead. *Davies Murphy Group. Burlington, MA*. Public relations for B2B tech companies. Managed teams in UK & Germany. Represented startups & public companies. Example client hits: Cloudant, Veeam, ServiceNow.	2007 – 2013

Skills

Computers. Working knowledge of object-oriented programming in Java, HTML & CSS, JavaScript, Google Analytics, GitHub, and MySQL & CouchDB.

Communications. Drafting & editing whitepapers, press releases, case studies, customer panels, and technical blog articles. Conducting customer interviews. Managing metrics. Pragmatic Management PMC-1 Foundations certified.