

CONTACT

Leverett, Massachusetts, United States
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timshores.com

SKILLS

Content Strategy
Context Engineering Cybersecurity
Data Science Communications
Technical Writing Research
Facilitation

CERTIFICATIONS

- AI Foundations for Business Professionals, Saïd Business School (Feb 2026)
- Project Management Professional Certificate (v2), Google (Oct 2025)
- Systems Thinking, Cornell University (Feb 2024)
- Communicating for Impact, IDEO (Jul 2022)

EDUCATION

University of Michigan
BGS, Linguistics, Philosophy, and Psychology
September 1998 - June 2004

University of Massachusetts Amherst
Graduate Certificate, Data Analytics and Computational Social Science (DACSS)
November 2022 - December 2024

Tim Shores

I make complex systems legible and trapped knowledge valuable

PROFILE

Most useful information is stuck. It's in people's heads, buried in systems nobody reads, jargon nobody outside the room understands, or data waiting to be shaped into a decision. I've spent my career finding it and making it useful. At Cisco, that means leading content strategy and information architecture for security products — structuring technical knowledge so customers can find and act on what they need. I'm currently a member of a cross-organizational tiger team transforming Cisco's technical communications into an AI-native content system, focused on content modeling and context engineering that structure knowledge for AI reasoning and dynamic, persona-driven experiences. This builds on earlier work documenting Cisco's LLM-powered assistant feature and prototyping AI generation of identity-based technical content.

PORTFOLIO HIGHLIGHTS

- Not1More Forest Defender Technology** timshores.com/portfolio
Technology and coalition development for frontline forest defenders facing violence and reprisals. Environmental Justice
- 2025 Portfolio Operations Hackathon** AI Hackathon
Team UserLens built a winning proof of concept for a personalized technical documentation experience in the Customer.
- The Leverett Comprehensive Plan** Municipal Planning
Years-long comprehensive planning work using community-based participatory methods, public deliberation, surveys.
- Leverett Revenue Committee FY21 Year-end Report** Municipal Finance
Annual report on tax rate growth, economic development factors, affordability, and sustainable development.
- Leverett Elders Studies Needs Assessment** Community Research
Community-based participatory needs assessment with the Leverett Council on Aging focused on assets and needs.
- Western MA Per Pupil Expenditure Report** School Committee
Work as the Leverett member of the Amherst-Pelham Regional School Committee examining per-pupil expenditure patterns.

EXPERIENCE

- Technical Education Content Developer, Cisco** May 2024 - Present
Content strategy lead for Cisco Secure Access, working in close collaboration with product, engineering, UX, and CX teams.
- Technical Communications Specialist, Cisco** February 2022 - May 2024
Customer communications lead and data-informed content researcher for Cisco Duo on the Security Documentation team.
- Director of Data & Donor Experience, Hope for Haiti** August 2019 - February 2022
Managed revenue data, grant writing, grant pipeline, and donor services for a nonprofit working to improve quality of life for the Haitian people, particularly children.
- Platform Analyst, VentureWell** November 2016 - August 2019
Salesforce platform lead for a nonprofit cultivating early-stage STEM ventures.