

TIM SHORES

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Remote (US) — based in Western Massachusetts | Open to full-time, contract, and fractional

CONTENT STRATEGY · BUSINESS ANALYSIS · AI-NATIVE KNOWLEDGE SYSTEMS

SUMMARY

Content strategist and business analyst who structures institutional knowledge so people and AI systems can both use it. Most recently led content strategy for Cisco Secure Access and worked the content modeling workstream of Cisco's AI-Native Content Strategy initiative, restructuring an enterprise documentation corpus into a graphRAG-based system through content modeling, context engineering, and the business analysis behind its PRD. Twenty years of prior work in business analysis, data operations, and applied research: requirements definition, process redesign, Salesforce and donor systems, grants management, budget analysis, and mixed-methods community research. Works in Python and R; trained mediator and facilitator.

CORE SKILLS

Content systems: Information architecture · Content strategy · Content modeling · Structured authoring (DITA, XML) · Markdown · Single sourcing and content reuse · Taxonomy and metadata · Content audit and migration · Docs-as-code and version control · Localization · WCAG accessibility · SEO

AI and data: Context engineering for generative AI · GraphRAG and knowledge base design · LLM product documentation · AI standards participation (INCITS / ANSI) · Python · R · SQL · Salesforce administration and development · Data analysis and visualization · Dashboards and reporting

Business analysis: Requirements definition and PRDs · User stories · Process mapping and workflow redesign · Stakeholder analysis · Gap analysis · KPI and metric definition · Budget and cost analysis · Systems and vendor evaluation · Business case development · Process documentation

Research and facilitation: Mixed-methods research · Survey design · Key informant interviews and focus groups · Community-based participatory methods · Public deliberation · Mediation · Program evaluation · Needs assessment · Report writing

Delivery: Cross-functional program leadership (product, engineering, UX, CX, GTM) · Project management (Google PMP) · Technical editing · API and SDK documentation · Content operations · Mentoring and change adoption

PROFESSIONAL EXPERIENCE

Board Member, Technology & Data Operations Lead | The 'MPOWER Project (Remote) 01/2026 – Present

- Build the data and technology infrastructure that makes a 501(c)(3) influence and innovation lab's research and relationships usable: knowledge systems, funder and partner network analysis, and communications tooling.
- Contribute to grant writing, communications, program and partner development, and governance for an organization countering harmful ideologies through narrative research, strategic advisory, and community-based programming.

AI Standards Committee Representative | INCITS (ANSI-accredited) 05/2026 – Present

- Represent The 'MPOWER Project, a voting member organization, on the INCITS Artificial Intelligence committee developing US information and communication technology standards.

Technical Education Content Developer | Cisco (Remote) 05/2024 – 07/2026

- Owned end-to-end content strategy for Cisco Secure Access across SSE/SASE, IPsec tunneling, SSO, and AI-assistant integration with SaaS products, architecting it through facilitated sessions with engineers, product managers, business developers, and customer experience staff.
- Worked the content modeling workstream of Cisco's AI-Native Content Strategy initiative, a cross-organizational effort restructuring the full documentation corpus into a graphRAG-based system; performed the business analysis behind its PRD, defining requirements and building the content model and context engineering to support them.
- Ran the content analysis that enabled migration decisions, auditing enterprise CMS metadata and content to assess the corpus and prepare it for restructuring; developed formal information architecture expertise as an IA mentee and applied it to AI-ready structures across the product line.
- Launched the SASE Management documentation set as lead writer and project manager across three security product lines, taking it from analysis to publication in a single quarter with product, engineering, technical communications, and go-to-market aligned ahead of a Gartner review.
- Documented the Cisco Assistant LLM feature and built a proof of concept for LLM-generated, identity-based technical content that took first place in Cisco's 2025 Portfolio Operations Hackathon; coached colleagues on adopting structured content processes and AI tooling.

Technical Communications Specialist | Cisco (Remote)

02/2022 – 05/2024

- Led customer communications and content research for Cisco Duo on the Security Documentation team, connecting cybersecurity customers with the information they needed about product changes, vulnerabilities, and the actions those required.
- Coordinated customer communication impact studies with product and data science teams, monitoring volume by feature area and audience alongside open and click-through performance, and using the quantitative and qualitative findings to change what was sent and how.
- Extended the Duo communications model to other Cisco Security products, facilitating discussions with design, engineering, and product management and contributing content performance analysis and process improvement to the team's publishing operations.

Director of Data & Donor Experience | Hope for Haiti

08/2019 – 02/2022

- Managed revenue data, grant writing, grant pipeline, and donor services for an international nonprofit, rebuilding the processes joining them.
- Replaced manual donation processing workflows with Python scripts, cutting processing time and data-entry errors, and consolidated more than 30 donation sources into a single reporting environment leadership and the board used to direct marketing and fundraising decisions.
- Led the fundraising response through COVID-19, civil unrest, the assassination of President Moïse, and the August 2021 earthquake; designed program concepts for Haitian farmer support initiatives and wrote the funding proposals to sustain them.

Platform Analyst | VentureWell

11/2016 – 08/2019

- Salesforce platform lead for a nonprofit cultivating early-stage STEM ventures: first responder for development planning and implementation, second-tier resource for user support and training.
- Gathered requirements from program staff and built solutions for grants management, impact evaluation, program monitoring, digital marketing, and relationship management across funders, investors, and participants — Salesforce Community, Pardot, Service Cloud, Flow, Apex, Lightning Web Components, and NPSP, integrated with NetSuite over SOAP.
- Automated grant writing and grants management processes, saving roughly 50 hours per quarter and improving data quality for the program and monitoring-and-evaluation teams.

CONCURRENT & FREELANCE WORK

- **Community-Based Participatory Researcher, Town Common Research (01/2022 – 08/2023)** — Ran Age-Friendly needs assessments for Western Massachusetts towns using surveys, key informant interviews, and focus groups; findings supported the case for two new part-time community roles serving older adults.
- **Forest Policy Campaign Researcher, Partnership for Policy Integrity (10/2019 – 01/2023)** — Built a database tracking Members of European Parliament party and committee memberships and voting patterns for the Forest Defenders Alliance campaign on biomass in the EU Renewable Energy Directive; managed the campaign website and outreach.
- **Program Lead, Technology & Coalition Development, Not1More (08/2015 – 08/2019)** — Designed and deployed field technology for environmental human rights defenders — peer-to-peer alerting and mapping, rights violation documentation, and direct-giving fundraising tools — and managed CRM development, data collection design, and web development.

EARLIER CAREER

- **IT Services Manager, Computer Courage (2013 – 2014)** — Led 5–7 technicians serving 150 small-business customers; closed 30 contracts through business goal analysis and proposal writing; partnered with the President on CRM implementation, project management templates, cost forecasting, service outcome evaluation, and KPI monitoring, including analyzing and winding down an unprofitable service line.
- **Production Manager & Senior Database Specialist, DOMICO Software (2006 – 2013)** — Data migrations, software customization, QA, and SQL Server feature development for self-storage finance and management clients; reduced support call volume 20% and improved resolution time 40% by building and managing a knowledge base and automating QA and ETL workflows.

SELECTED PUBLIC-SECTOR PROJECTS

- **Leverett Comprehensive Plan** — Led a multi-year municipal planning process using community-based participatory methods, public deliberation forums, and town-wide surveys.
- **Western Massachusetts Per-Pupil Expenditure Analysis** — Analyzed 15 years of state education data to inform regional budgeting and equity decisions as a regional school committee member.
- **Leverett Age-Friendly Needs Assessment** — Participatory needs assessment with the Council on Aging identifying community assets and service gaps for older adults; findings supported two new part-time roles — a library program director and a community worker meeting regularly with older residents.

- **Leverett Revenue Committee FY21 Year-End Report** — Authored the annual fiscal analysis of tax rate growth, affordability metrics, and sustainable development progress for town decision-makers and the public.

CIVIC LEADERSHIP

- Leverett School Committee · Amherst-Pelham Regional School Committee (Budget & Audit Subcommittee; SEPAC liaison) · Leverett Planning Board · Leverett Energy Committee

EDUCATION & CERTIFICATIONS

Graduate Certificate, Data Analytics and Computational Social Science (DACSS) — University of Massachusetts Amherst, 2024

Graduate Certificate, Systems Thinking — Cornell University

BGS, Linguistics, Philosophy & Psychology — University of Michigan

Generative AI Green Belt — Cisco · Project Management Professional Certificate (v2) — Google · AI Foundations for Business Professionals — Saïd Business School, Oxford · Communicating for Impact — IDEO · Mediation Training — Collaborative Resolutions Group