

# Matt Sullivan

**Content strategist, author, trainer, public speaker, and online course creator.** De facto **software evangelist** for Adobe Systems, representing them at conferences throughout the country each year.

## Key strengths

- Strong written and verbal communicator
- Self-motivated
- Rapid developer of strong visuals for social posts and course graphics
- Collaborative and positive management style
- Works well under pressure

## Author of



- FrameMaker - Working with Content (Fm 2017)
- FrameMaker - Structured Authoring (Fm 2017)
- FrameMaker - Structured EDD Development Workbook (Fm 2017)
- FrameMaker - Creating and Publishing Content (Fm 2015)

## Education



**1989 | BACHELOR OF SCIENCE  
BUSINESS ADMIN  
(INTERNATIONAL FINANCE)  
University of Southern California**

**PRODUCT LAUNCH FORMULA  
Online program by Jeff Walker**

**CREATE SIX-FIGURE COURSES  
PRODUCT LAUNCH LAB  
Online programs by J. Blackwell**

**1-2-3 AFFILIATE MARKETING  
Online program by Pat Flynn**

**SOCIAL MEDIA MARKETING WORLD  
4x Attendee (paid out of pocket)**

## Experience

**2012 - PRESENT**

**FOUNDER | TECH COMM TOOLS**

I streamline client content creation and reuse across verticals, improving ability to share socially.

My goal is always to promote self-sufficient teams and self-correcting systems.

- Implemented Electronic Flight Bag (EFB) for **Walmart Aviation**, saving thousands of dollars in fuel each year per pilot
- Unified content strategy for **Needles Case Management Software**, allowing sales, support, documentation, web, education to share content
- Transitioned all live classes into recorded online courses, improving scale of training operations ([techcommtools.com/training-courses/](http://techcommtools.com/training-courses/))
- Engaged by Adobe to develop training courses for FrameMaker and RoboHelp



**2008-2012**

**TRAINING DIRECTOR | ROUNDPEG, INC**

Adobe Authorized Training Center, Websense authorized training provider with as many as 13 brick and mortar training facilities across western US during my tenure.

- Responsible for all scheduling and instructor staffing for all classrooms using Salesforce
- Responsible for **State of California** project to update judicial software system documentation



**1998-2008**

**FOUNDER, CEO | GRAFIX TRAINING, INC.**

Adobe Authorized Training Center with offices in San Diego and Tustin, CA.

- Responsible for as many as four simultaneous classrooms
- Among the first to deliver live online training to students via **Citrix GoToMeeting** platform, **Adobe Connect**, and other systems
- Ran regular training for **Qualcomm**, **SAIC**, and other San Diego tech firms
- Managed five full-time employees and various contractors
- Trained **B-2 Bomber** staff onsite
- Trained **Adobe FrameMaker** tech support staff
- Reduced annual cost of textbook maintenance by 80% for **Anthony Schools** (Pearson Education)
- Managed significant projects for **Southern California Edison**, **BF Goodrich Aerospace**, and dozens of airline, aerospace, and defense contractor companies



**PRIOR TO 1998**

**PREPRESS/COLOR SEPARATION INTEGRATOR**

**VARIOUS LARGE SO CAL PRINTERS AND COLOR SEPARATORS**

Installed and managed Scitex/Macintosh color separation departments, averaging about 18 months per facility to ramp up staff and create profitable operations.

- Engaged by ColorGraphics, LA, to transition **LA Dodgers** and **Hewlett Packard** to cutting-edge desktop publishing and electronic typesetting workflows

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## Organizations

2001 - PRESENT

### SOCIETY FOR TECHNICAL COMMUNICATION



- Senior Member
- Multiple presentations annually for local chapter
- 11 straight years as presenter at annual STC Summit

2011 - PRESENT

### AMERICAN YOUTH SOCCER ORGANIZATION (AYSO)



At-large Region 87 Board Member. Awaiting field assessment for promotion to Advanced Referee.

2017 - PRESENT

### UNITED STATES SOCCER FEDERATION (USSF)



I am a Level 8 referee, officiating matches up to the U17 level. Often on the pitch for 6 or more matches a weekend.

## Hobbies

- Refereeing VIP soccer tournaments for disabled kids
- Surfing with my daughters
- On beta team for Adobe TCS, Adobe Spark, Adobe Stock



## Certifications



ADOBE CERTIFIED INSTRUCTOR FOR: FRAMEMAKER, ROBOHELP, PHOTOSHOP, ADOBE INDESIGN, ILLUSTRATOR, CAPTIVATE, & OTHERS CERTIFIED TECHNICAL TRAINER (CTT)

## Adobe Systems

### COURSE DEVELOPER

Negotiated Adobe sponsorship of Intro courses for two products, **FrameMaker** and **RoboHelp**. I developed, produced, and currently host both courses at [courses.techcommtools.com](http://courses.techcommtools.com). Each course includes 3 hours of video content. Courses are also directly promoted on adobe.com and on the Starter Screen for each application.

- Purpose of courses is to capture contact info of potential Adobe and Tech Comm Tools training customers (570 leads in 3 months)
- Courses have increased Tech Comm Tools email list by more than 85% in three months



### CO-HOST, DITA WORLD 2018

Successfully hosted a full 3-day online event with Adobe Evangelist Stefan Gentz. The conference consisted of 21 sessions, 3200 registrants, and over 1000 actual attendees per day.



### NEW FEATURE VIDEOS

Developed and produced dozens of new feature videos hosted on adobe.com for the past 5 versions of FrameMaker (FrameMaker 11, 12, 2015, 2017, 2019).



### AUTHOR OF FRAMEMAKER 11, GETTING STARTED GUIDE

Wrote 65-page guide to new features in FrameMaker 11, including dozens of software simulations. The **Getting Started Guide** is Adobe's premiere reference to new features after a rollout.

### CONFERENCE PRESENTATIONS AND REPRESENTATION

I have represented Adobe around the country at an average of 3 conferences per year. I deliver general sessions, mini presentations in booth, staff the booth, and do signings of my books as requested by Adobe.

- Chosen by Adobe to publicly announce Adobe Technical Communication Suite 2019 during Adobe Day Keynote at STC Summit 2018.



### ADOBE COMMUNITY PROFESSIONAL

I answer questions on the Adobe User-to-User Forums, receiving software and services benefits for my efforts. As an ACP, I also represented Adobe as a teacher's assistant for 6 hands-on labs at the massive 2018 **Adobe MAX** conference in Los Angeles.

### WEBINAR PRESENTATIONS

Engaged each year by Adobe to deliver multiple themed webinar series. Webinars are each accompanied by 5,000 word blog posts and companion video demonstrations.



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