What does it mean to be a Cisco TME?

Featured Jobs at Cisco Series

Speakers:

Jeff McLaughlin - Director of Technical Marketing & Kanu Gupta - Technical Marketing Engineer

Hostesses: Kara Sullivan & Jesal Gandhi | Cisco Networking Academy

19 February 2019
Welcome to the What does it mean to be a Cisco TME webinar

- Use the Q and A panel to ask questions.
- Use the Chat panel to communicate with attendees and panelists.
- A link to a recording of the session will be sent to all registered attendees.
- Please take the feedback survey at the end of the webinar.
Joining You Today:

Jeff McLaughlin
Cisco Systems
Director of Technical Marketing
CCIE in R&S, JNCIE Service Provider
Blog @ http://www.subnetzero.info

Kanu Gupta
Cisco Systems
Technical Marketing Engineer
CCIE in Wireless
Building and Selling Cisco

The role of Technical Marketing Engineers

Jeff McLaughlin, Director of Technical Marketing
Kanu Gupta, Technical Marketing Engineer
Cisco Enterprise Networking
Your Host

Jeff McLaughin, TME Director
- Over 20 years of networking experience
- Leads TME team responsible for:
  - Identity Services Engine
  - Software-Defined Access
  - Controller APIs
- Formerly director of network architecture for Juniper
- Sales Engineer at Cisco Gold Partner
- Cisco TAC (Routing Protocols)
- CCIE #14023, Routing/Switching, Security
Why am I talking to you today?
So what is a TME?
A TME is...

...a networking enthusiast
A TME is...

...an Innovator
A TME is...

...an Educator
A TME helps Cisco determine what to make...

...and a TME help Cisco to explain what we've built.
At Cisco, we make a lot of different products...
Routers
Switches
Firewalls
Collaboration Systems
But how do we decide what to build?
How does anyone know we've built something?
Take the Catalyst 9200, for example...
To build a product like this, we need to ask:

- Do we really need to build a new product?
- What are customers looking for?
- How many and what type of ports do we need?
- What software features are required?
- How will we license and price this product?
Once the product is built, we need to:

- Educate our sales teams about it
- Inform our customers of the new product
- Write technical collateral to help with using it
- Collect customer feedback and continue improving it
<table>
<thead>
<tr>
<th>Marketing Business Case</th>
<th>The “Wish” List</th>
<th>Engineering Study Resourcing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Analysis</td>
<td>All of the features, functionality and performance characteristics required of the product</td>
<td>Available Funds Timelines</td>
</tr>
<tr>
<td>Technology Applicability</td>
<td></td>
<td>Defines project START!!</td>
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<tr>
<td>Customer Requirements</td>
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<td>Engineering Assessment</td>
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Product Marketing Requirements (PRD)

- Mechanical Engineering
- ASIC Engineering
- Industrial Design
- Software Engineering
Product Managers

Focus on the *business* side of product marketing
Technical Marketing Engineers

Focus on the *technical* side of product marketing
Inbound TME Responsibilities

- Innovate new technologies
- Collect customer requirements
- Collaborate with PMs to write PRDs
- Partner with eng. for new features
- Validate features delivered as requested
Outbound TME Responsibilities

- Write collateral
- Deliver Trainings
- Build demos
- Run Proof-of-concepts
- Advise sales on high-level designs
- Present webinars and at Cisco Live
Why we love this job
aka, "A Day in the Life"
Kanu Gupta, TME

Kanu Gupta, Technical Marketing Engineer
• Over 10 years of networking experience
• Subject-matter expert on SD-Access, wireless
• CCIE #40465, Wireless
How to become a TME
Technical Marketing Engineer
Technical Marketing Engineer
Solid Technical Knowledge and Skill

Clear understanding of networking fundamentals

Hands-on experience preferred

How do you distinguish yourself?
Technical
Marketing
Engineer
Do you think you can do this?
Take public speaking classes

Do presentations at school or work

Study others' quality presentations
TMEs write a lot

Work on polished and clean writing style.

Blogs, or other examples help us evaluate you!
Applying for the job
Resumes matter!

Resumee

**Summary:** Experience engineer seeking challenge job.

**Qualification:**
- cisco certified Internetwork Expert (CCIE).
- Knowledge of BGP, OSPF, ISIS, OSPF, STP
- Excellent communication skill.
Resumes matter!

Resume

Summary: Experienced engineer seeking challenging job.

Qualifications:
• Cisco Certified Internetwork Expert (CCIE) #1234
• Knowledge of BGP, OSPF, ISIS, STP
• Excellent communications skills

• No misspellings
• Well-organized
• No fibs!
  • "CCIE Security Written"
  • "CCNA in progress"
  • No expired certs
• Ask a friend to review
Interviewing

• Technical Interviews:
  • Know your fundamentals
  • Know everything on your resume!
• Be prepared to whiteboard or present
• Tie your experience to marketing
Where are the TME jobs?
http://jobs.cisco.com
Most jobs are in San Jose, California...

...but we do hire all over the globe.
A free online resource for NetAcad students that automates your ability to identify and apply for relevant job opportunities

Your Academy course work and profile will match you to employer criteria, accelerating your ability to find local job opportunities, including internships, and jobs at Cisco

Make sure your profile is up to date with technical skills, certifications, language proficiencies, and location to help employers find you

Employment Opportunities
Access Networking Academy’s Talent Bridge Matching Engine as well as information about career opportunities.

Career Advice
Access advice that has been created for those seeking employment that uses their technical skills.

Webinars
Access on-demand learning delivered in one-hour long virtual sessions. Check out our library of recordings to learn at your own pace.