



What does it mean to be a Cisco TME?

Feared 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



Cisco Webex Teams



cs.cdo/cisco/webex@cs.cdo-2017

CiscoLive!

Questions?

Use Cisco Webex Teams (formerly Cisco Spark) to chat with the speaker after the session

How

- 1 Find this session in the Cisco Events Mobile App
- 2 Click "Join the Discussion"
- 3 Install Webex Teams or go directly to the team space
- 4 Enter messages/questions in the team space

A TME is...

...an Educator



A TME helps Cisco determine what to make...

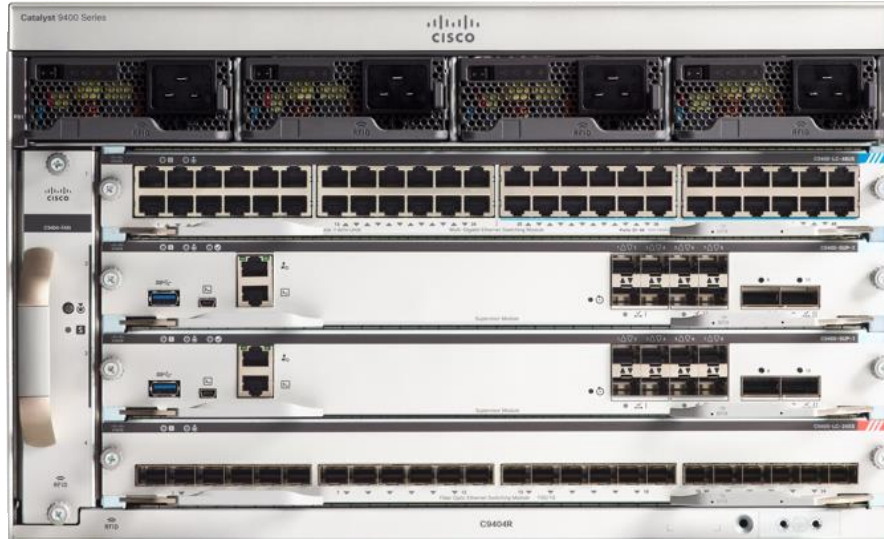


...and a TME help Cisco to explain what we've built.

At Cisco, we make a lot of different products...



Routers



Switches

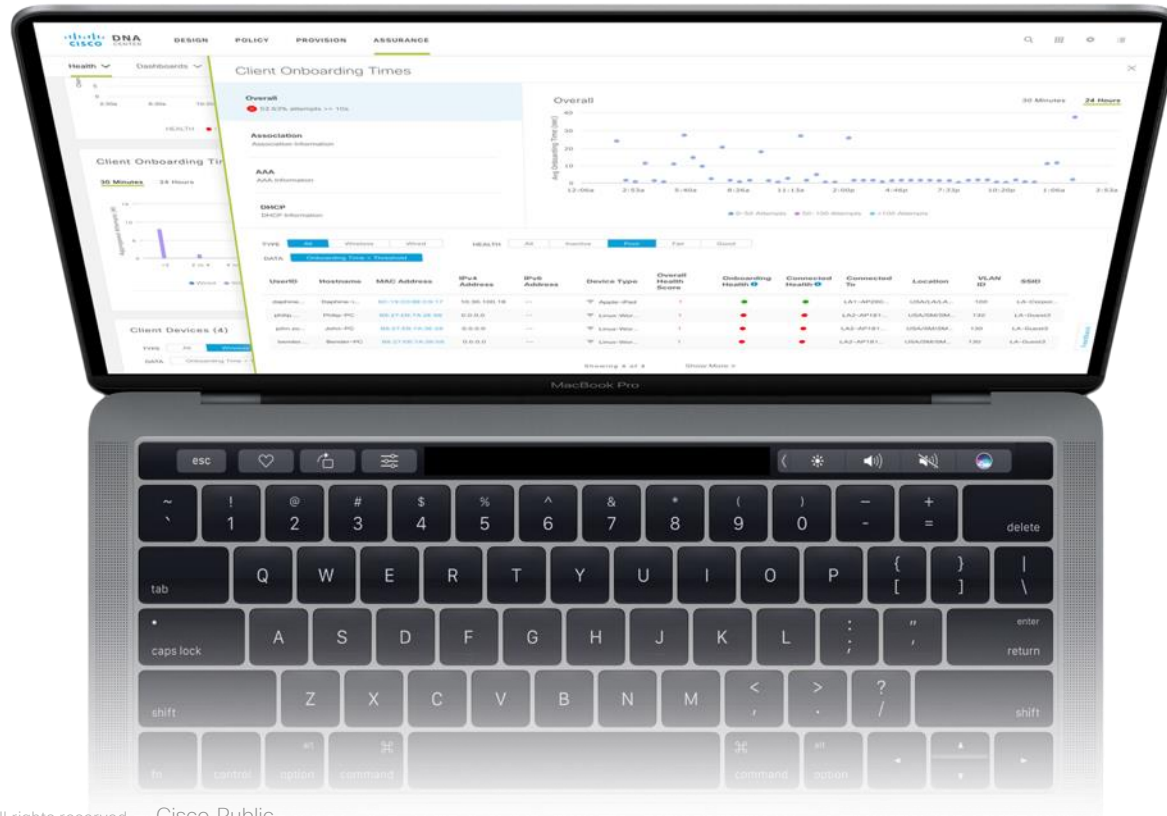


Firewalls

Collaboration Systems



Software



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



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AUTHOR

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Marketing Business Case
Market Analysis
Technology Applicability
Customer Requirements
Engineering Assessment



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PROGRAM REQUIREMENTS DOCUMENT (PRD)

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The “Wish” List
All of the features,
functionality and
performance
characteristics required of
the product



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Engineering Study
Resourcing
Available Funds
Timelines
Defines project
START!!



Product Marketing Requirements (PRD)



**Mechanical
Engineering**



**ASIC
Engineering**

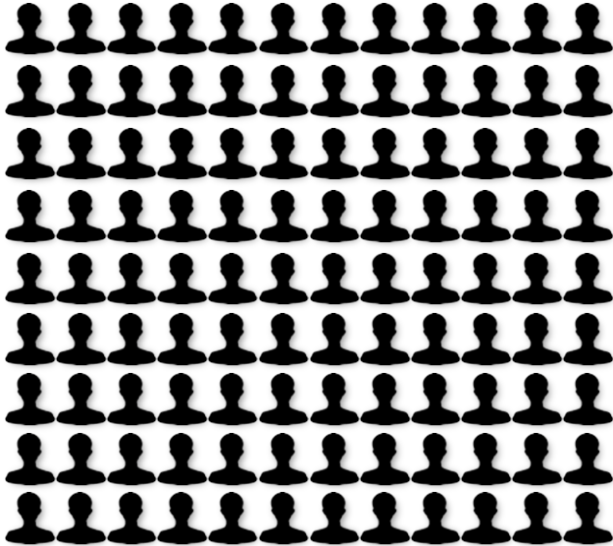


**Industrial
Design**



**Software
Engineering**

Cisco Business Unit



Engineering



Product Marketing



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

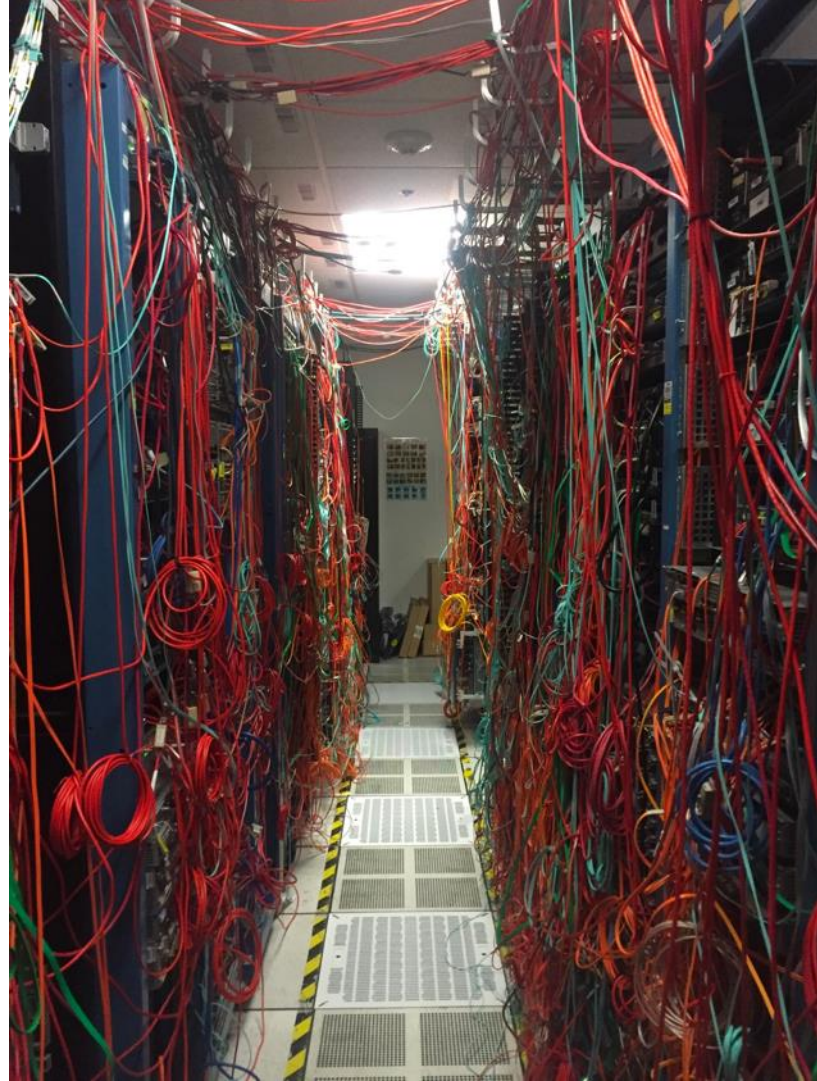
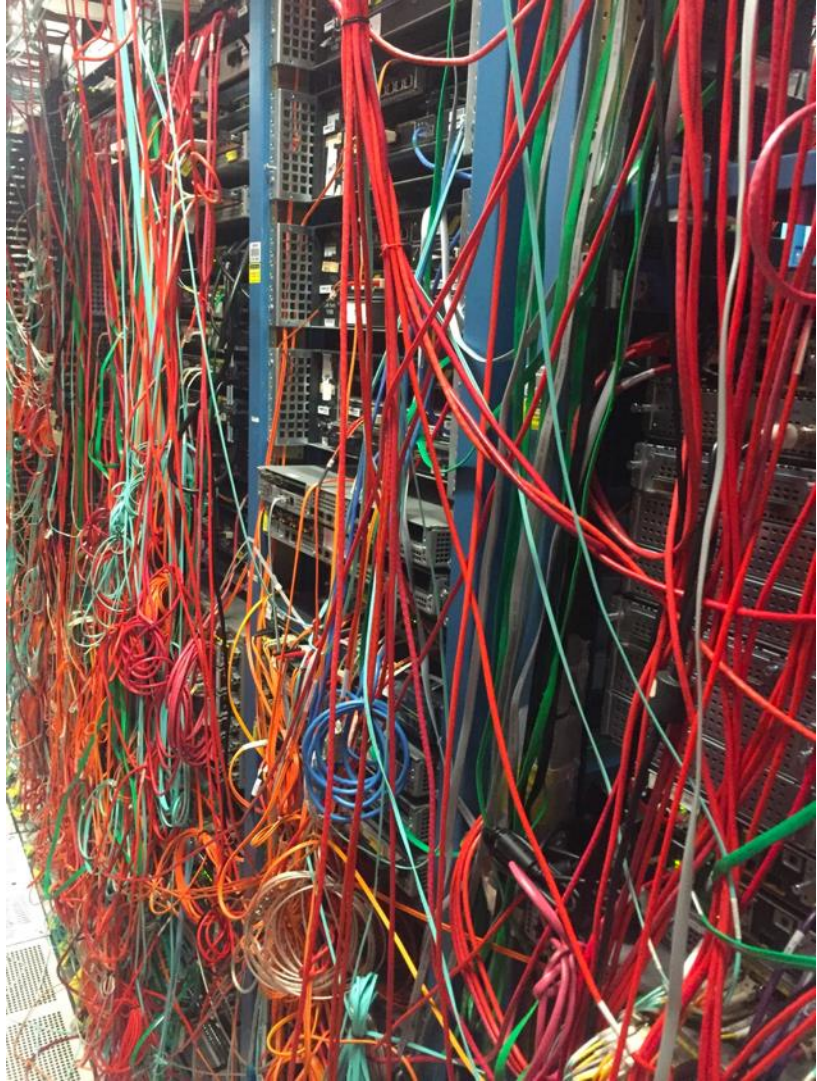
- Over 10 years of networking experience
- Subject-matter expert on SD-Access, wireless
- CCIE #40465, Wireless



CISCO









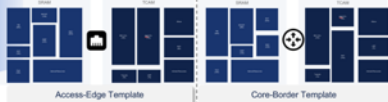
Custom ASIC Templates for Universal Deployment

SRAM/TCAM
64K
16K
32K
32K
48K
8K
64K

- MAC
- IPv4/IPv6
- VACL
- PAACL
- RACL
- SACL
- DoS
- NAT
- SPAN
- GetP



Customize table size for each function based on the place in the network



CISCO VALIDATED DESIGN

Software-Defined Access Design Guide

December 2018
Solution 1.2





Cisco live!

CISCO





Threat Intelligence

Cisco Talos

SEC-03A

Secure Internet Gateway

Cloud-Managed, Cloud-Native, Web Security

SEC-03B

Create Meaningful Experiences





Lab Options

- Level 1
 - Design
 - Practice
 - Processing Mixed Reality
 - Virtual Installation
- Level 2 (offer Level 1 is completed)
 - Adding a Custom Module using DMX2 templates for automation
- Level 3 (offer Level 2 is completed)
 - Processing Extended Mode through DMX2 PHP

← 8.0 →

← A-101 - A-108

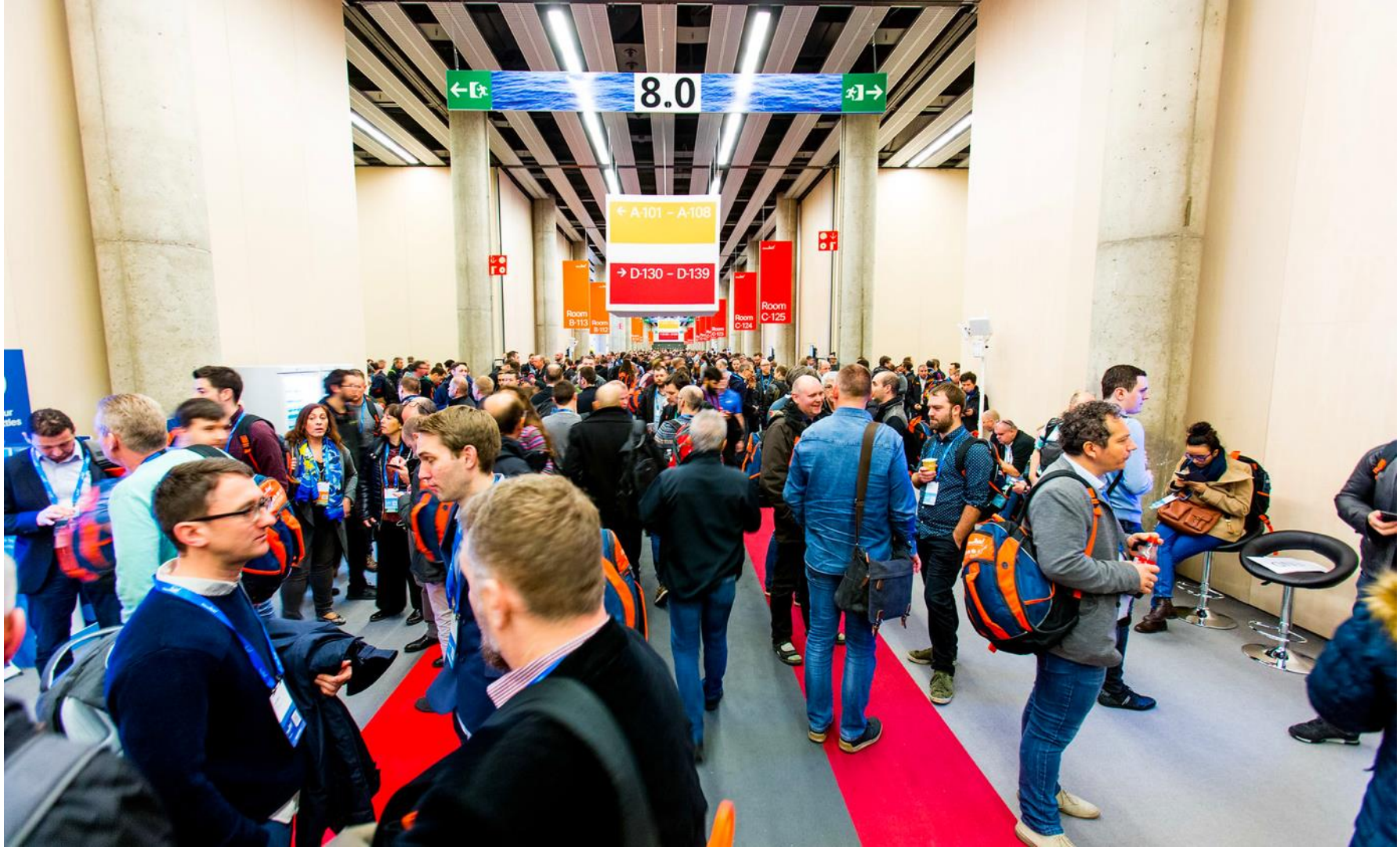
→ D-130 - D-139

Room B-113

Room B-110

Room C-124

Room C-125





















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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

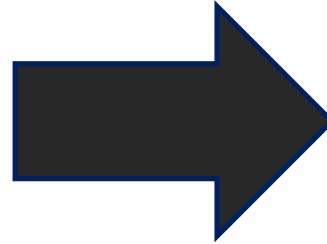
Resumes matter!

Resumee

Summary: Experience engineer seeking challenge job.

Qualificiation:

- cisco certified Internework 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

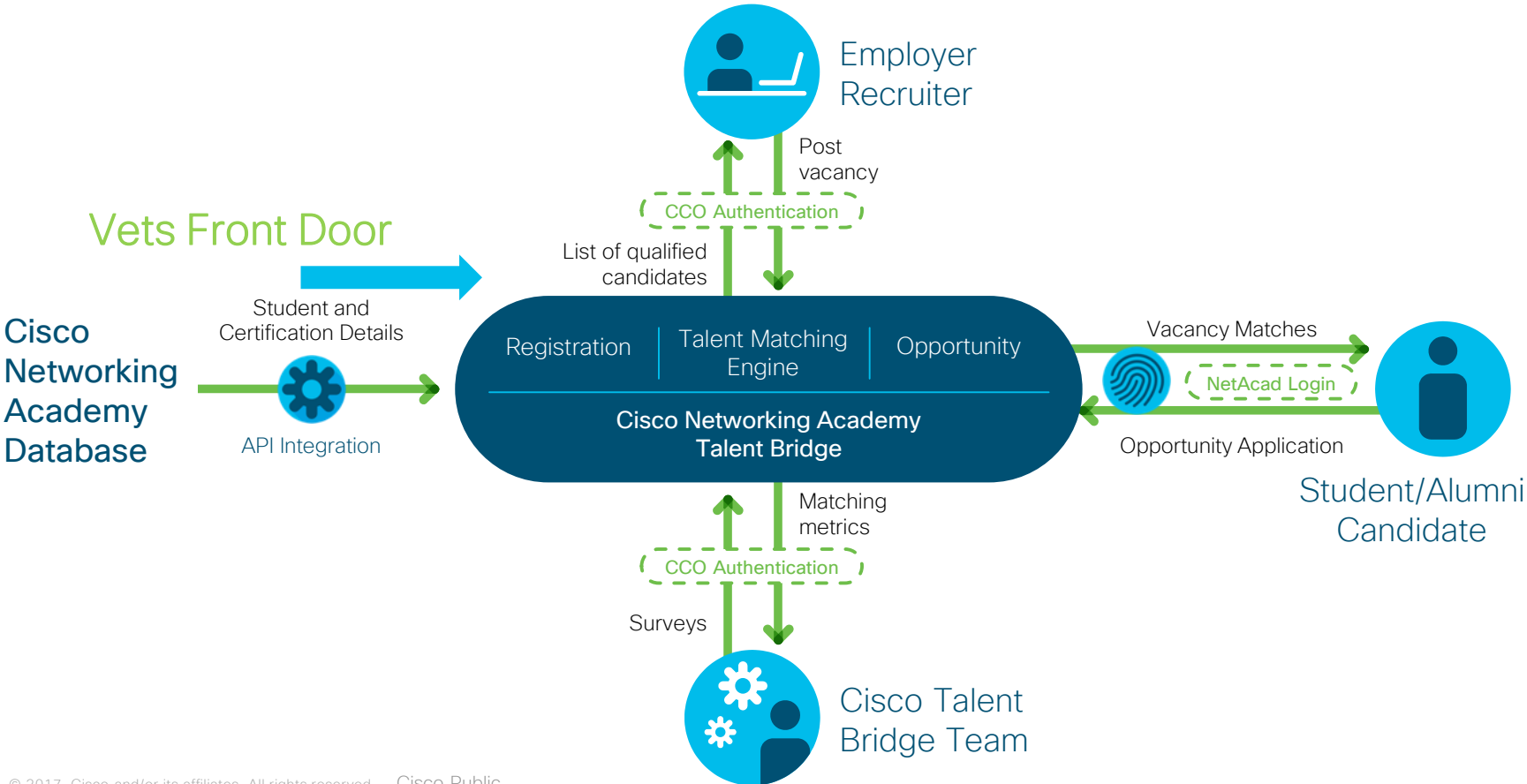
- Technical Interviews:
 - Know your fundamentals
 - Know everything on your resume!
- Be prepared to whiteboard or present
- Tie your experience to marketing

Where are the TME jobs?

http://jobs.cisco.com


The screenshot shows the Cisco Careers job search interface. At the top left is the Cisco logo and the text 'Cisco Careers'. To the right are links for 'English', 'Français', and 'Sign In'. Below this is a navigation menu with 'Search jobs' (highlighted with a blue underline), 'Careers home', 'Students and New Grads', 'Events', and 'Stay In Touch'. The main search area has a 'Keywords' section with a search bar containing 'technical marketing' and a magnifying glass icon. Below the search bar are four filter sections: 'Country or Region' with a dropdown showing 'x UNITED STATES *', 'State' with a dropdown showing 'x CALIFORNIA *', 'Job Type' with a dropdown showing 'Select an option', and 'Area of Interest' with a dropdown showing 'Select an option'. At the bottom left is a link for 'Advanced search' with a dropdown arrow. At the bottom right are two buttons: a blue 'Search' button and a white 'Clear' button with a blue border.

Matching Engine Overview





Cisco Enterprise Networks Technical ...
Marketing Engineers

 Standard group

Most jobs are in San Jose, California...



...but we do hire all over the globe.







CISCO

Talent Bridge Matching Engine



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

<http://bit.ly/MatchingEngine>

Cisco Networking Academy Talent Bridge's Career Resources Hub

[NetAcad.com/Careers](https://www.netacad.com/careers)



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.

Q&A



