

LUKE NYSWONGER

Content, Customer Education & Enablement Leader

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SUMMARY

Content, customer education, and enablement leader with 25+ years of experience helping people understand, adopt, and succeed with complex products and technology. Built and led global teams, platforms, and programs across Microsoft, Hootsuite, and Avalara, including repeated experience managing managers and developing senior talent. Work spans Microsoft Learn, Azure guidance, Help Centers, product education, certification, content operations, launch readiness, and AI-enabled authoring workflows. Brings a practical mix of strategy, systems thinking, people leadership, operational rigor, and hands-on content judgment.

EXPERIENCE

Director, Azure Content & Microsoft Learn

Microsoft

📅 2022 - 2026 📍 Remote | Global

learn.microsoft.com

- Led, coached, and mentored multidisciplinary Azure content and learning teams of 15-35 across Patterns & Practices and Azure for Operators through acquisition integration, restructuring, hiring, onboarding, and operating-model transformation.
- Spearheaded a data-driven portfolio improvement effort across Azure architecture guidance, increasing content quality and freshness while simplifying large-scale guidance sets for customers and field teams.
- Advanced AI-enabled content operations through innovation pipelines, contributor models, vendor governance, and workflow improvements that reduced manual authoring time by approximately 40%.
- Steered 12-month [Azure Migration Hub](#) strategy, launching a Microsoft Learn portal and 10+ migration scenarios aligned to high-priority Azure consumption growth motions.

Senior Director, Digital Experience

Hootsuite

📅 2020 - 2022 📍 Seattle, WA

help.hootsuite.com

- Directed a cross-functional team of up to 30 writers, PMs, and web engineers responsible for Hootsuite's global web presence, including Hootsuite.com and the [Help Center](#).
- Modernized the Hootsuite Help Center through UX refresh, CMS migration, GitHub-based code infrastructure, Zendesk enhancements, behavioral analytics, and publishing workflow improvements.
- Published [Evolving the Hootsuite Help Center](#), an engineering case study on UX modernization, CMS migration, publishing automation, localization, analytics, and support workflow integration.

Director, Learning Platform & Tools

Avalara

📅 2019 - 2020 📍 Seattle, WA

knowledge.avalara.com

- Designed a new authoring and publishing vision for [Avalara Help Center](#) and Avalara University, creating pitch decks, prototypes, and a scalable content model that gained buy-in across engineering, product management, marketing, and operations.
- Led evaluation of a new authoring tool and Azure VM-based publishing approach projected to reduce YoY platform spend by 70%, while establishing a sprint framework and operating rhythm for Customer Learning.

PORTFOLIO

Portfolio: lukenyswonger.com

Selected work in Azure architecture, Microsoft Learn, credentialing, digital experience, AI content systems, and technical learning.

CORE CAPABILITIES

Content Strategy & Governance, Learning Platforms & Knowledge Systems (LMS/CMS), Customer Education, Content Operations, AI Content Workflows, Program & Portfolio Leadership, Analytics & Insights, Team Leadership, Talent Development, Strategic Planning & OKRs

SELECTED ACHIEVEMENTS



AI-Powered Learning Product

Designed and built [Cert Buddy™](#), an AI-powered certification study app with 500+ practice questions, exam simulations, flashcards, and an adaptive learning engine.



Azure Architecture Guidance at Scale

Directed [Azure Patterns & Practices](#) portfolios supporting ~20M FY25 page views, ~5,500 engagements, and ~\$100M projected Unified Consumed Revenue (UCR).



Learning Platform Modernization

Led Microsoft Virtual Academy strategy and lifecycle management, scaling the platform to 4.5M users and 200 FY18 courses while helping consolidate learning experiences across [Microsoft Learn](#) and [LinkedIn Learning](#).

LEADERSHIP COMPETENCIES



Strategic Planning & Alignment

Align teams, stakeholders, and roadmaps around clear priorities, business goals, and measurable outcomes.



Team Leadership & Talent Development

Coach, mentor, and develop distributed teams through hiring, onboarding, performance management, and growth.



Learning Systems & Operational Excellence

Connect content, learning design, platforms, analytics, and governance to scale effective learning experiences.

PATENTS



Patent pending; LLM-Based Generation of Technical Documentation, U.S. Patent Application Publication US 2024/0385832 A1

EDUCATION

M.S. Learning Design & Technology (Exp 2028)

George Mason University

📅 2028 📍 Online

B.S., Computer Information Technology

Western Governors University

📅 2019 📍 Online

EXPERIENCE

Earlier Roles: Technical Content & Developer Education

Microsoft

 2001 - 2019  Redmond, WA

- Advanced from developer support engineer into technical content, product documentation, developer education, and learning platform leadership roles across BizTalk Server, Windows Mobile, Windows Phone, Office 365, Developer Relations, Worldwide Learning, Microsoft Learn, and certification.
- Led Microsoft Virtual Academy (MVA) strategy and lifecycle management, scaling the platform to 4.5M users and 200 FY18 courses while completing its sunset plan as Microsoft consolidated learning experiences across Microsoft Learn and LinkedIn Learning.

Instructional Designer & Web Developer

Kansas State University

 1997 - 2000

- Created educational multimedia, rebuilt the college site into a dynamic web application, built an online application system and resume database, and trained faculty, staff, and students.

Petty Officer Third Class

United States Navy

 1991 - 1996

- Served as a Dental Technician with the Fleet Marine Force, gaining operational and cross-cultural experience across multiple deployments; led teams, implemented computer systems, and was honored as Junior Sailor of the Year.

CERTIFICATIONS

Microsoft Certified: Azure Fundamentals (AZ-900)

Microsoft

WorkBoard Certified OKR Coach

WorkBoard