

Penn Brimberry

Portland, OR • (925) 699-3327 • penn@brimberry.org • www.linkedin.com/in/penn-brimberry
Senior Technical Writer & Product Operations Manager | Content Architecture | AI Workflow Adoption | Enterprise SaaS

PROFESSIONAL SUMMARY

Versatile documentation and product operations professional with 25+ years of experience across enterprise software organizations. Proven ability to design scalable content systems, govern product tooling, standardize workflows, and drive AI adoption across cross-functional teams. Equally effective as a technical writer crafting user-facing documentation and as a product operations leader building process infrastructure that improves execution speed, consistency, and visibility. Collaborative partner to Product, Engineering, Design, Support, and CX teams across complex SaaS environments.

PROFESSIONAL EXPERIENCE

Zoom Communications | August 2021 – February 2026

Senior Product Operations Manager (February 2024 – February 2026)

Owned product operations tooling, workflows, and governance supporting all Product Managers across Zoom, serving as a primary operational partner to product leadership.

- Led Productboard optimization and governance from requirements gathering through cross-functional alignment and rollout, ensuring the platform served as the authoritative source of truth for product planning and prioritization.
- Standardized PRD templates, PDLC processes, feature request workflows, and PM onboarding programs, reducing ambiguity and improving cross-functional execution consistency.
- Served as internal AI Champion, driving structured adoption of AI-enabled workflows across the Product organization, enabling teams to reclaim approximately 15 hours per month through tooling and process improvements.
- Led proof-of-concept evaluations for AI-powered tools including Figma Make, v0 by Vercel, Lovable, and Enterpret, producing use-case documentation and internal adoption frameworks.
- Led Enterpret evaluation demonstrating a 46% reduction in time spent on manual customer feedback aggregation, validating the tool for broader adoption.
- Contributed to Zoom's CX Insight / AI Project Pioneer Program, helping define architecture, personas, and use cases for a unified Voice of Customer platform.
- Designed frameworks to measure and communicate operational efficiency gains, including PRD cycle time reduction, feature velocity, and research and prototyping speed.

Senior Technical Writer / Content Architect (Product Enablement) (August 2021 – January 2024)

Built and governed the internal documentation systems that supported product teams across Zoom's core product lines, producing both technical reference content and customer-facing release communications.

- Authored internal technical documentation, system architecture diagrams, and long-lived reference artifacts supporting troubleshooting, incident response, and onboarding across Zoom Meetings, Phone, Contact Center, Conference Room Connector, and Whiteboard.
- Designed scalable documentation systems for process, workflow, and onboarding content, establishing governance standards that later evolved into formal product operations practices.
- Produced customer-facing Preview Notes delivered approximately 30 days prior to release, enabling enterprise customer readiness and rollout planning for complex product changes.

- Established documentation governance practices including templates, style standards, and structural conventions that improved consistency, reuse, and long-term maintainability.
- Translated distributed system changes and technical product decisions into clear, actionable documentation for both technical and enterprise audiences.
- Partnered with Product and Engineering to ensure technical accuracy and operational usability of all artifacts throughout the product development lifecycle.

Oracle | January 2005 – August 2021

Principal User Assistance Developer

Led large-scale online help development for enterprise products across PeopleSoft and Oracle Fusion, owning information architecture, release delivery, and documentation quality for globally distributed product lines.

- Authored and maintained large-scale online help systems for enterprise products including PeopleSoft Global Payroll, PeopleSoft Enterprise Learning Management, and Oracle Fusion Permitting and Licensing.
- Designed and evolved information architectures for multi-product documentation sets, improving consistency, findability, and content reuse across globally distributed releases.
- Led documentation initiatives involving globally distributed teams and complex release schedules, ensuring delivery quality and timeline accountability across multiple product lines.
- Recognized with the Oracle Outstanding Contributor Award (2007).

PeopleSoft | December 1999 – December 2004

Principal Technical Writer

Produced instructional and technical documentation for enterprise HR and financial systems while serving as documentation infrastructure lead for a 60+ member writing team.

CORE SKILLS & TOOLS

Product Operations: Tooling & Governance • PRD & PDLC Standardization • Productboard Administration • Process & Workflow Design • Onboarding Program Development • OKR Alignment • Metrics & Operational Visibility

Technical Writing & Content: Technical Writing • Content Architecture • DITA • Information Design • Documentation Governance • REST APIs • Style Guide Development • Structured Authoring • User-Facing & Internal Documentation

Knowledge Systems: Knowledge Base Architecture • Voice of Customer Systems • Cross-Functional Collaboration • Information Design • Content Lifecycle Management

AI & Workflow Adoption: AI Workflow Documentation & Adoption • Claude • ChatGPT • Gemini • Zoom AI Companion • Figma Make • v0 by Vercel • Lovable • Enterpret

Tools: Jira • Confluence • Zoom Docs • Google Workspace • Productboard • Lucidchart • Visio • Figma • Oxygen XML Editor

EDUCATION

University of California, Davis • B.A. Zoology