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WRITING, EDITING & PUBLISHING EXPERIENCE

WRITER AND EDITOR IN CORPORATE MARKETING AND COMMUNICATION

Corporate Marketing, Red Hat, Inc.; Raleigh—2011–present

Composed original writing on open source technology and culture for OpenSource.com • Ghostwriter (on articles and presentations) for CEO Jim Whitehurst, CMO Jackie Yeane, CIO Mike Kelly • Managed global volunteer writing community (grew to 12 participants) • Curated and published newsletter for 3,000 subscribers • Edited written materials receiving 15,000 page views per month • Created and delivered corporate training workshops in open culture and organizational design • Published articles using Drupal CMS • Hosted monthly community meetings and Twitter chats • Managed various social media accounts (Twitter, Facebook) • Edited and produced community-composed paperback book series

BRAND MARKETING INTERN

Brand Marketing, Red Hat, Inc.; Raleigh—2011

Composed original writing on open source technology and culture for OpenSource.com • Managed online community via social media • Recruited volunteer staff writers • Authored best practices for increasing website traffic using social media • Assisted with SEO initiatives

EDITORIAL ASSISTANT AND BOOK MANUSCRIPT PROOFREADER

The Affect Theory Reader—2007

Edited book manuscript • Coordinated planning between project co-editors and chapter authors for Duke University Press

FEATURES REPORTER

Reading Eagle newspaper; Reading—2001–2002 & 2005

Composed lifestyle features, fitness pieces, personality profiles, entertainment (book, concert) reviews, and culture pieces • Coordinated story packages and layout/art for stories • Edited page proofs for print publication

GENERAL ASSIGNMENT REPORTER

Reading Eagle newspaper; Reading—2003

Worked as daily city/metro reporter • Published several front-page news stories

INSTRUCTIONAL EXPERIENCE

INSTRUCTOR

Innovation & Entrepreneurship, Duke University; Durham—2017–present

INSTRUCTOR

Dept. of Communication Studies, University of North Carolina; Chapel Hill—2010–2015

INSTRUCTOR

Dept. of Communication & Theatre, Millersville University of Pennsylvania; Millersville—2008–2010

INSTRUCTOR

Dept. of Speech Communication & Theatre, Kutztown University; Kutztown—2007–2008

RECENT PUBLICATIONS & PRESENTATIONS

November 2017. "What is the open web?" Invited essay for Open Education Consortium "Year of Open" event. Available: <http://www.yearofopen.org/november-open-perspective-what-is-open-web/what-is-the-open-web-bryan-behrenshausen-writer-and-editor-red-hat/>

February 2017. "What we (think we) know about meritocracies. Opensource.com. Available: <https://opensource.com/open-organization/17/2/what-we-think-we-know-about-meritocracies>

February 2017. "What is an open organization?" Conference presentation at Open Source 101, Raleigh, NC.

December 2017. "Good leaders know what economics can't explain about open source." *The Open Organization Leaders Manual*.

August 2016. "What is open source? A primer." Invited lecture at Durgapur India Linux Users Group (delivered virtually).

(Additional writings and presentations available at opensource.com/users/bbehrens and notebook.semioticrobotic.net)

EDUCATION

PHD, COMMUNICATION STUDIES (CERTIFICATE IN CULTURAL STUDIES)

University of North Carolina, Chapel Hill—2010–2016

M.A., COMMUNICATION

University of Maine, Orono—2005–2007

B.S., SPEECH COMMUNICATION (MINOR IN PRINT JOURNALISM)

Millersville University of Pennsylvania, Millersville—2001–2005

SKILLS

WRITING

Compose clear, concise, engaging, and audience-focused content in deadline situations • Excels at translating technical concepts and benefits for multiple audiences

OPEN SOURCE KNOWLEDGE/PARTICIPATION

Broad working knowledge of open source industry, issues, culture, politics, and economics • Participates in community Linux user groups (both in person and on GitHub) and attends regional open source events • Experience leading open source communities

INSTRUCTIONAL/ORGANIZATIONAL

Architect informative and persuasive presentations with compelling messages and effective structures • Enjoys research-oriented approach to projects • Enjoys collaborating on messaging challenges

COMPUTER SOFTWARE/COMPETENCIES

High degree of proficiency with Linux-based operating environments (preferred) • Can hand-code W3C standards-compliant websites in HTML and CSS • Proficiency with desktop publishing for print-ready books and manuscripts