

Instructor Bios

We include instructor bios on our website to establish their qualifications and credibility to teach the course. This also helps current and prospective students learn about the talented team leading our classes and get excited about our programs.

Here are a few guidelines for writing clear, compelling instructor bios.

Tone & Style*

- Be conversational and to the point, keeping bios around 80–150 words long
- Use the instructor's first and last name on first reference and last name in subsequent references
- Capitalize formal degree names; lowercase informal references

“They have a Bachelor of Science degree from the Allen School of Computer Science & Engineering.”

“They have a B.S. in computer engineering from the University of Washington.”

“They have a bachelor's degree in computer engineering.”

- Make sure to verify names of companies, schools, degrees, books, etc.

*On style issues, we follow the UWPCE Editorial Style Guide first, then the [UW style guide](#). If not covered by UW, we consult the [AP Stylebook](#). For spelling, we use [Merriam-Webster's](#).

Instructor Info to Include

- First and last name
- Current job title and company or organization name (include academic title if instructor is UW faculty) ; this info should go under name in bold and also in body of bio
- Key professional experience and accomplishments **related to the program**, such as:
 - Broad description of current job role

- Highlights from previous roles
- Number of years in the field (rounded to nearest 5 years, or general enough so it won't become dated ("more than a decade of experience in the field"))
- Notable accomplishments such as awards, projects and published works
- Highest academic degree earned, including the field and institution

Example

COLBY VOORHEES

Strategic Execution Manager, Group Health Cooperative

Colby Voorhees leads the product management of digital services and applications for the Group Health Web Services group. An expert in turning blue-sky strategies into reality, he's led the development of cutting-edge digital products for patients, brokers and employers that has positioned Group Health as a technological leader in health care. With deep knowledge throughout the application development life cycle, Voorhees most recently led Group Health into the mobile space with the launch of its [award-winning mobile app](#) for Android and the iPhone. Voorhees holds a Master of Science in Information Systems from the University of Washington.