



Webinar On



The Doc Owner

What Technical Writing Looks Like After AI



Speaker

Heitor José Tessaro

COO

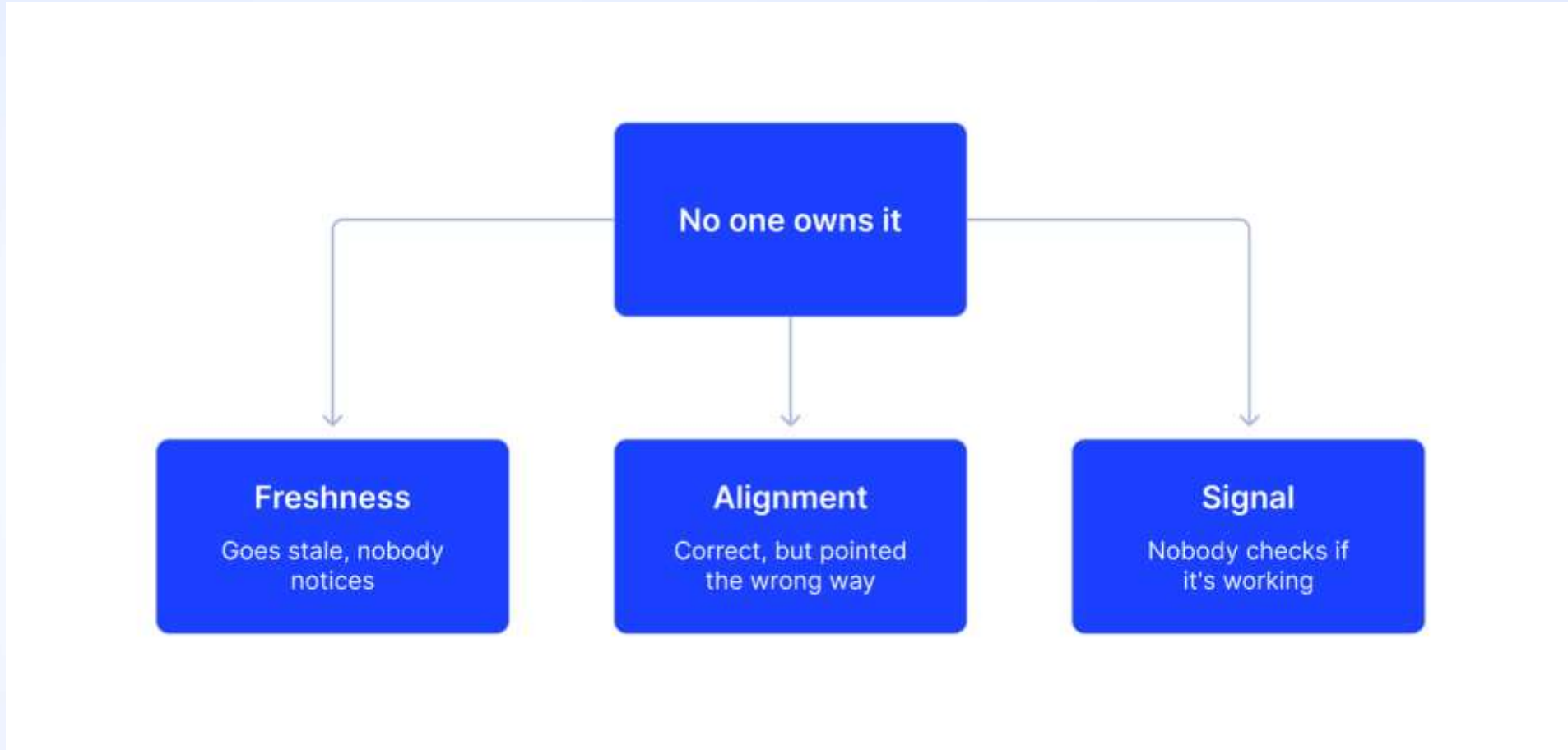
WriteChoice

About the speaker

- Heitor Tessaro
- COO, WriteChoice
- Electrical engineering background, moved into technical writing
- 5 years working with API-first and SaaS companies



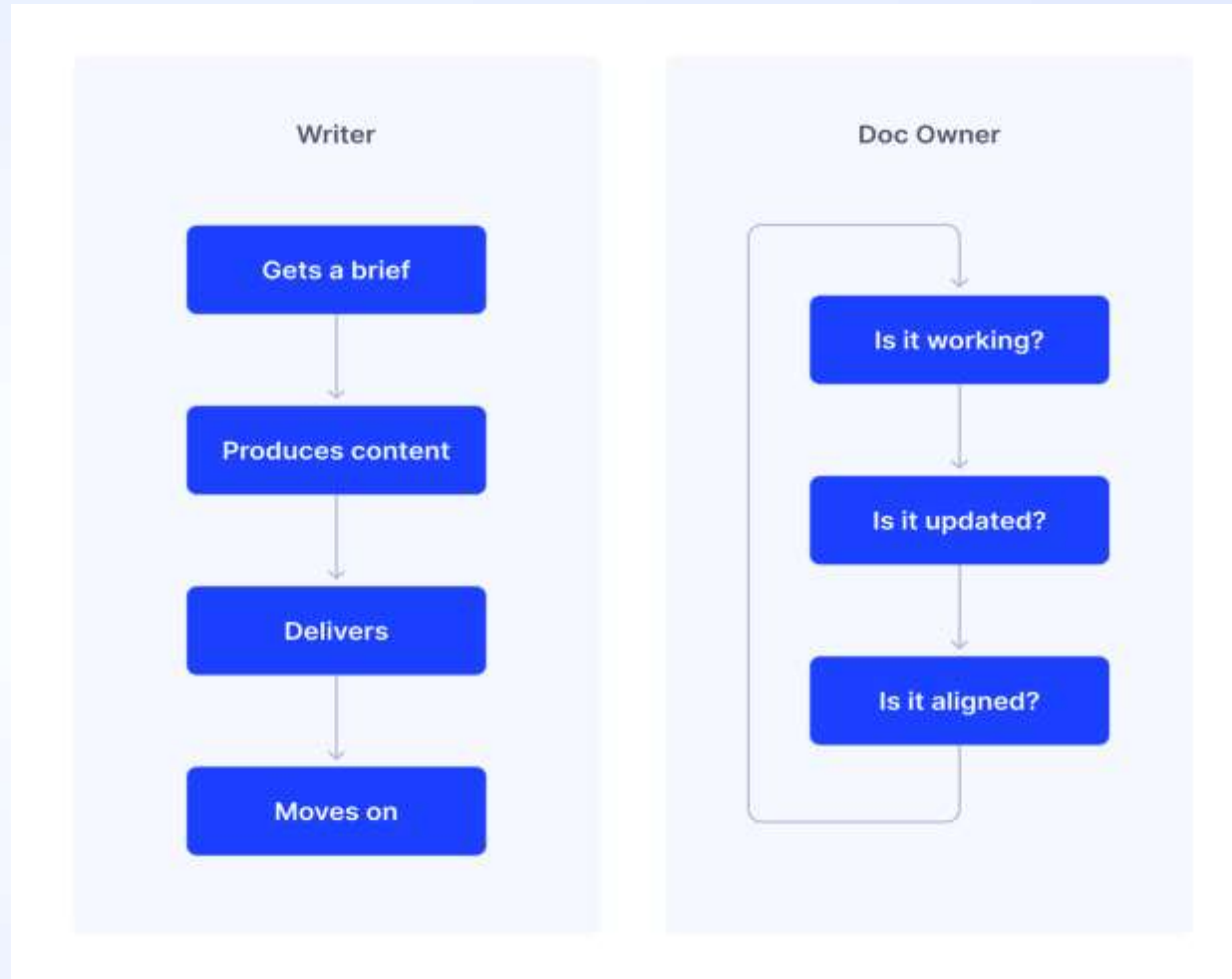
One cause. Three ways it shows up.



Automation gave us volume. It didn't give us accountability.

This isn't one company's story. It's the same
pattern across the industry.

What a Doc Owner Is



One sentence to remember

“A Doc Owner is accountable for the completeness, accuracy, and strategic relevance of documentation, regardless of who or what wrote it.”

The question that stuck with me

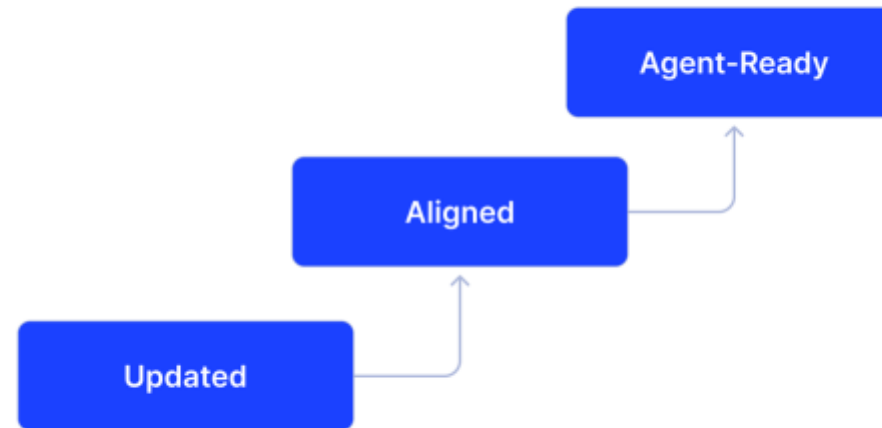
“Why didn't you suggest the fix? You knew the tool. You saw the problem. You waited for me to notice it.”

Ownership isn't a title. It's something you do every day.

The bar went up, not down

The Three Standards Documentation Now Has to Meet

AI didn't lower the bar. It raised it.



Standard 1: Current

Not just correct at launch. Correct all the time.

- A human hits a gap and works around it
- An agent hits the same gap and produces wrong output, silently, at scale

Standard 2: Aligned

Built for where the product is going. Not just where it's been.

- Faster releases mean the docs fall behind faster too
- Someone needs to know what's coming before it ships, not after

Standard 3 – Agent-Ready

No history to learn from. This one is brand new.

- An agent won't guess what you meant
- It won't skip ahead or fill in a missing step

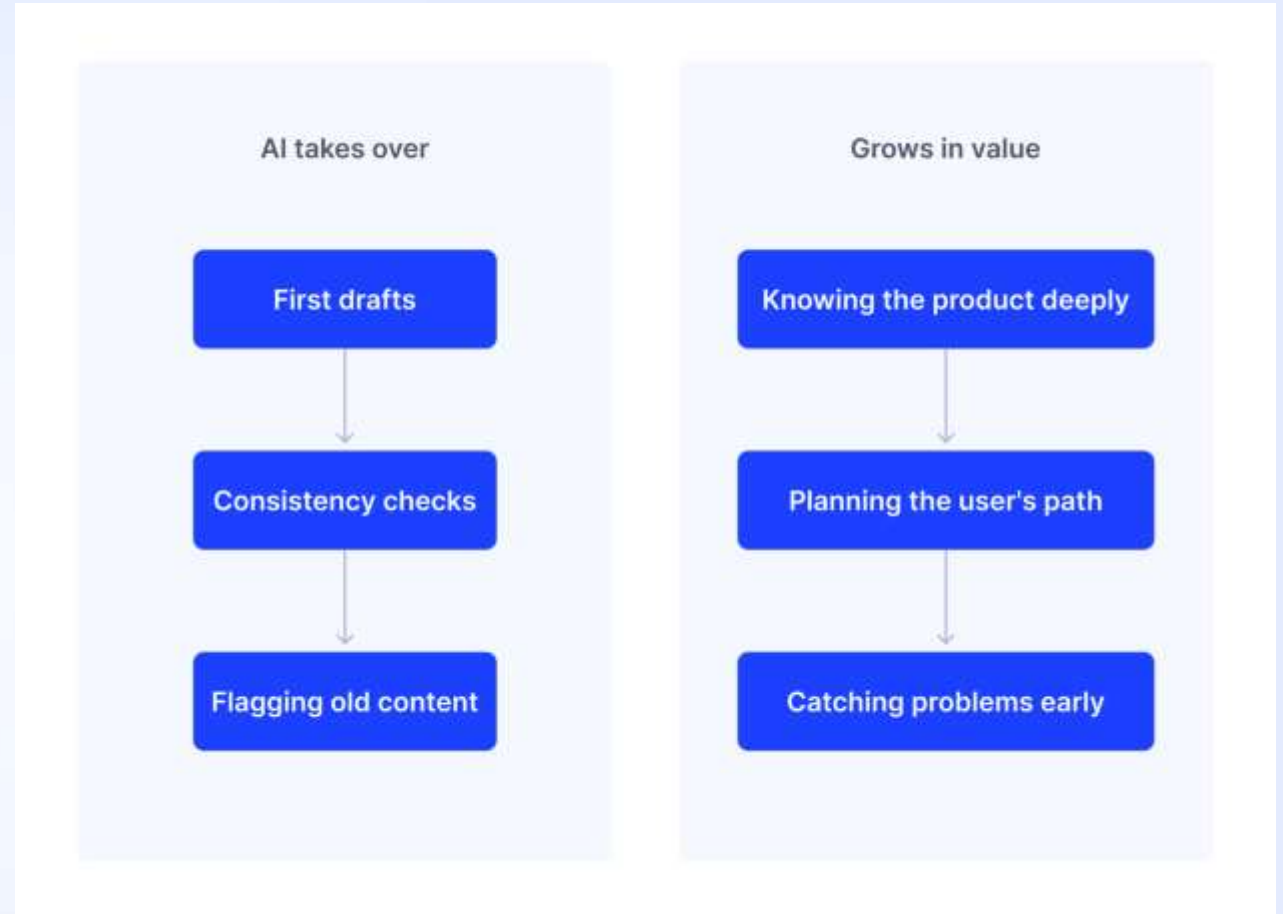
**“Can an agent finish the job using only the docs?
No help from a human.”**

How to actually check it



What This Means for Your Career

Developers write less code by hand now. Writers will write less by hand too.



Where this goes



- More scope each step.
- Less hands-on writing.
- Same ownership.

Even the people building the automation agree

"People are going to need Doc Owners. The job will change; it already is. But someone still has to own the outcome. That part isn't going away."

— Manny Silva

Pick one project you're working on right now. Ask yourself:

1. **(Current)** Is someone keeping it up to date?
2. **(Aligned)** Does someone know what's coming before it ships?
3. **(Agent-Ready)** Could an agent finish the job using only the docs?

One "no," and you've found where to start.

Questions ?

Thank You!

LinkedIn: Heitor José Tessaro (heitortessaro)

