MATTY **STRATTON**

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Passionate builder of developer communities. Proven ability to manage relationships and collaborate with multi-disciplinary teams to leverage technology to build practical business solutions. Growth agent in community-driven conferences and developer experiences.

HIGHLIGHTS

- Defined success metrics and playbooks for community engagement at Pulumi, changing the team from activity focused to outcome oriented
- Built the Developer Advocacy group at PagerDuty from a single practitioner focused on outward evangelism into an operationalized team with multiple measurable levers directly connected to revenue and pipeline
- Created new Proof of Value experience to replace previous Proof of Concept at Chef Software to give prospective customers the experience of using the product and solution in a visceral manner, which had a marked impact on effectiveness and efficiency of the pre-sales motion
- Introduced DevOps concepts and patterns at Apartments.com very early in the DevOps movement, crossing disciplines including software engineering, operations, product, and testing to rethink, retool, and retrain for the new way of work
- Oversee the global advisory committee for DevOpsDays events worldwide, providing support and guidance around community inclusivity and growth

EXPERIENCE

2022 – 2024
DIRECTOR, DEVELOPER RELATIONS AND GROWTH, AIVEN

- Lead global team of developer advocates, educators, community program managers, and growth specialists
- Launched online developer workshops program to drive user account signup
- Implemented comprehensive metrics program, including trackable CTAs and DevRel Qualified Leads to measure impact of activities on both user growth and account influence
- Collaborate with GTM and sales team to expand usage of Aiven within existing accounts
- Built PLG-focused motion on direct adoption of the Aiven platform, including self-service accounts as well as Product Qualified Leads handed-off to sales team
- Responsible for Self-Service Revenue targets for Direct Adoption

2021 – 2022
STAFF DEVELOPER ADVOCATE, PULUMI

- Speak and present at industry and community conferences on the topics of DevOps, Infrastructure as Code, and Cloud Engineering principles
- Launched "Puluminaries "community champion program to recognize and build advocates in the Pulumi user community
- Engage cross-functionally with other team members in the Marketing organization to align community needs/voice with product marketing messaging and initiatives
- Introduced community measurement program to correlate developer advocate actions to community growth

2020 – 2021

PUBLIC SECTOR TRANSFORMATION OFFICE, RED HAT

- Responsible for building strategic relationships with executives and key leaders to promote and sell Red Hat's portfolio of emerging tech products, including cloud, PaaS (OpenShift powered by Kubernetes and Docker), mobile, application development, application and service hosting, business rules management, business process management, content aggregation, data federation, and service integration on-prem or in the cloud
- Engage as a trusted advisor with senior technology leadership in State/Local public sector agencies around cultural transformation
- Created "Five Elements Assessment" pre-sales tool to drive close of transformational services engagements
- Represent Public Sector Transformation Office at government-focused conferences and panels

2017 – 2020

SENIOR DEVOPS ADVOCATE, PAGERDUTY

- Speak at industry events worldwide on the topics of DevOps, HumanOps, and others to drive PagerDuty's values and principles to the larger community
- Implemented process for authoring open-sourced Ops Guides for sharing practices around Incident Response, Operational Reviews, and more
- Drove initiative for results-oriented metrics and measurement for effectiveness of Community and Advocacy team
- Meet with senior IT leadership at PagerDuty customers and prospects to help share knowledge of good practices around digital transformation and DevOps
- Create and maintain the PagerDuty "Breakathon" event, including infrastructure development, content creation, and event management
- Mentor other members of the Community team on event speaking, industry practices, and content creation
- Work closely with other groups in the PagerDuty organization, including Product, Marketing, and Sales, to provide a voice of the community

2014 – 2017

CUSTOMER ARCHITECT, SENIOR SOLUTIONS ARCHITECT, CHEF SOFTWARE

- Advise the business owners and senior technical leaders of enterprise customers on technical architecture and decision-making for DevOps transformations
- Drive customers to link technical strategy to business outcomes
- Engaged pre-sales customers to demonstrate the capabilities and promise of the Chef software platform and infrastructure.
- Key driver of new Proof of Concept process to demonstrate value of the Chef platform.

- Mentored other members of the Sales Engineering team.

2013 – 2014
MANAGING CONSULTANT, 10TH MAGNITUDE

- Lead the 10th Magnitude practice for Infrastructure as a Service (IaaS), Infrastructure Automation, and DevOps consulting engagements. Hired and managed two Infrastructure Consultants.
- Worked with clients to leverage cutting-edge optimization techniques, tools, and concepts to streamline delivery, eliminate waste, and increase velocity.
- Created Statements of Work for all IaaS and DevOps engagements. Assisted Business Development team in pre-sales efforts by communicating with technical and business resources about scope and potential.
- Trained customer staff on Infrastructure as a Service in Microsoft Azure as well as Chef for configuration management.
- Defined patterns and practices for DevOps engagements using Continuous Delivery, Configuration Management, and Release Automation.

2007 – 2013
DIRECTOR, TECHNOLOGY OPERATIONS, APARTMENTS.COM

- Lead team of systems engineers and database administrators responsible for support of over 400 Windows and Linux production servers for customer-facing, best-of-breed consumer search website with over 6 million visits per month.
- Introduced Continuous Delivery practices and model to improve delivery velocity and dramatically decrease cycle time, including environment collapse and delivery pipeline. Coordinated with automated test group to align initiatives.
- Designed release delivery pipeline, utilizing Jenkins for Continuous Integration, build automation, and release orchestration. Created Release Management team. Hired Apartments.com's first Release Manager.
- Designed and architected public cloud solution for development and test environments for new technology stack
- Managed multi-million dollar annual budget, including capital, consulting, and other vendor relationship management activities.
- Responsible for development and successful execution of technology roadmap for infrastructure and data teams.
- Recognized by several key vendor partners (including Serena Software and Microsoft) as a thought leader and invited to speak at industry conferences/events
- Mentored staff on prioritization and communication. Perform annual performance review of staff. Created sysadmin internship program. Mentored three sysadmin interns.

ACTIVITIES

- Creator and co-host of the popular Arrested DevOps podcast (one of the longest-running podcasts still active in the DevOps space)

- Global chair for the DevOpsDays community conferences

- Popular public speaker on DevOps and organizational cultural change (speaking.mattstratton.com for examples)