

# MATTY STRATTON

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Dynamic leader with extensive experience building and scaling developer communities, driving user engagement, and advancing organizational growth through strategic advocacy and innovative programs. Proven ability to align technical strategies with business objectives, mentor high-performing teams, and foster collaboration across multi-disciplinary functions to deliver measurable results.

## KEY ACHIEVEMENTS

- Scaled Aiven's global developer relations team to deliver record-breaking user engagement and achieve measurable revenue growth through impactful programs and Product-Led Growth (PLG) strategies.
- Transformed Pulumi's community engagement approach, implementing data-driven metrics and championing user advocacy through the "Puluminaries" program.
- Built PagerDuty's Developer Advocacy team from a single contributor to an operationalized team directly influencing revenue and pipeline through strategic initiatives and global events.
- 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, with a marked impact on effectiveness and efficiency of the pre-sales motion
- Spearheaded the adoption of DevOps principles at Apartments.com, improving delivery velocity, introducing continuous delivery practices, and shaping cross-functional collaboration.

## EXPERIENCE

2022 – 2024

### DIRECTOR, DEVELOPER RELATIONS AND GROWTH, AIVEN

- Led a global team of developer advocates, educators, community program managers, and growth specialists to drive user engagement and business growth.
- Designed and launched impactful programs, including:
  - **Online Developer Workshops:** Achieved the highest-ever registration for an online event in company history, providing substantial additions to the mailing list and influencing over \$15K in sales pipeline per quarter.
  - **Open Source Data Infrastructure Meetup Program:** Established 23 groups across 16 countries, attracting over 7,000 members and introducing dozens of key sales accounts to their first Aiven experience.
  - **Influencer Marketing Program:** Delivered higher performance at a lower cost compared to paid social and search campaigns.
- Developed and implemented a comprehensive metrics framework to measure user growth and account influence through trackable CTAs and DevRel Qualified Leads.
- Partnered with Go to Market (GTM) and sales teams to increase Aiven platform usage within existing accounts.

- Built a Product-Led Growth (PLG) strategy, driving direct adoption and generating sales-ready Product Qualified Leads(PQLs).
- Held accountability for achieving Self-Service Revenue targets for direct adoption.

## 2021 – 2022

### STAFF DEVELOPER ADVOCATE, PULUMI

- Delivered presentations and keynotes at industry and community conferences, sharing expertise on DevOps, Infrastructure as Code, and Cloud Engineering principles.
- Established the **“Puluminaries” Community Champion Program**, fostering advocacy and recognition within the Pulumu user community.
- Collaborated across Marketing teams to align community feedback and needs with product marketing strategies and initiatives.
- Implemented a community measurement framework to connect developer advocacy efforts with measurable community growth metrics.

## 2020 – 2021

### SALES SPECIALIST (TRANSFORMATION), RED HAT

- Built strategic relationships with executives and key leaders to promote and sell Red Hat's portfolio of emerging technologies, including cloud solutions, PaaS (OpenShift powered by Kubernetes and Docker), mobile platforms, application development, service hosting, and integration tools for both on-prem and cloud environments.
- Acted as a trusted advisor to senior technology leaders in State and Local public sector agencies, driving cultural transformation initiatives.
- Designed the **“Five Elements Assessment”** pre-sales tool, enabling successful closure of transformational services engagements.
- Represented the Public Sector Transformation Office as a speaker and panelist at government-focused conferences and events.

## 2017 – 2020

### PRINCIPAL DEVOPS ADVOCATE, PAGERDUTY

- Represented PagerDuty's values and principles globally by speaking at industry events on topics such as DevOps and HumanOps, fostering community engagement and thought leadership.
- Developed and open-sourced **Ops Guides**, sharing best practices for Incident Response, Operational Reviews, and other key operational processes.
- Led the implementation of results-driven metrics to measure the effectiveness of the Community and Advocacy team.
- Partnered with senior IT leaders at customer and prospect organizations to share expertise on digital transformation and DevOps best practices.
- Created and managed PagerDuty's **“Breakathon”** event, overseeing infrastructure development, content creation, and event logistics.
- Mentored Community team members on public speaking, industry standards, and content development.
- Collaborated with cross-functional teams, including Product, Marketing, and Sales, to ensure the community's voice influenced organizational initiatives.

## 2014 – 2017

### CUSTOMER ARCHITECT, SENIOR SOLUTIONS ARCHITECT, CHEF SOFTWARE

- Advised enterprise customers on technical architecture and DevOps transformations, linking technical strategy to business outcomes.
- Created a new Proof of Value experience, enhancing pre-sales efficiency and impact.
- Mentored sales engineering staff and drove innovation in pre-sales and technical engagement processes.

**2013 – 2014**

**MANAGING CONSULTANT, 10<sup>TH</sup> 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)
- Popular public speaker on DevOps, organizational change, and cultural transformation ([speaking.mattstratton.com](https://speaking.mattstratton.com)).
- Global Chair for DevOpsDays, providing guidance on inclusivity and community growth across worldwide events.