



LinkedIn profile



**Ricardo Sueiras**  
**Principal technologist and evangelist**

Enthusiastic, passionate, creative and unconventional. I have over 35 years experience working in tech, working across geographically and culturally diverse and challenging environments.

**Areas of Expertise:**

- Developer Advocacy and Technology evangelism
- Open Source
- Innovation and Emerging Technologies
- Cloud Technologies
- AI& ML, and Generative AI



- Engaging developers at scale (3.2m) through the creation of technical, hands on content and code demos
- Seasoned international public speaker, talking at over 300 events



I joined AWS as a Principal to help developers think strategically about emerging technologies, open source, and cloud. I have been focused on generative AI since 2023, helping developers and organisations how to roll out and adopt these technologies effectively.

My role at AWS has taken me across the world, speaking at conferences and events of all sizes, engaging with developers communities to earn trust and influence them.

**Key Experience:**

**Technology Advocacy:**

- Deliver strategy and thought leadership at executive briefings (EBC's), speaking with senior developers and leadership
- Organise events, road shows, presentations, talks , proof of concepts and demonstrations to support the evangelism process
- Content expertise in written, code, audio, video (recorded) and video (live), and hackathons/coding challenges
- Lead developer advocacy of open source at AWS at a global level, focused on messaging, content strategy, and events
- Create scaling mechanisms and experiment with new channels (live streaming, newsletters, short form video)
- Develop mechanisms to track impact and engagement of activities
- Create content and activities that target and activate students
- Engage developer communities (build/nurture), and support grass roots meetups across the world
- Expertise domains for evangelism include cloud technologies (early adopter (2008), working across AWS, Azure, and GCP to build awareness and align business goals to drive adoption), open source, and generative AI
- Work across both inbound (product roadmap and improvement, act as developer zero) and outbound advocacy (awareness and conversion)
- Identify gaps and develop strategy to address (student engagement narrative which led to programs including Get IT and Cloud Clubs, )
- Speaker bar raiser – coaching new speakers, review content, develop training for new speakers

**Artificial Intelligence & Machine Learning:**

- Organise events, road shows, presentations, talks ,code demos, proof of concepts and demonstrations to help demonstrate generative AI
- Building demos, recording videos, and doing talks on adjacent technologies and frameworks like retrieval augmented generation (RAG), prompt and context engineering
- Working with internal product managers and service teams to create feedback packages (prioritise/triage) to help shape product
- Engage with developers in genAI communities (Discord/Slack)
- Live coding at events, or live stream that showcase generative AI technologies
- Develop hands on content and workshops to provide deeper developer engagement and activations
- Create and deliver content across machine learning, reinforcement learning, and generative AI (since 2017)
- Create programs around AI coding assistants (Kiro/Amazon Q)

**Contact Details:**

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**Language Skills:**

Spanish (Fluent)  
German/French (Basic)  
Python/PHP/Java

## Open Source:

I have over 20 years of deep open source experience. I have built open source awareness and education programs across organisation boundaries. Crafted open source strategy, working backwards from business outcomes and how open source aligned and could develop specific outcomes. Built out open source program office (OSPO), develop operating models, policies, and tool to execute strategy. Ran workshops around open source to improve education and understanding (from L100 to L400), including creating and rolling out developer tooling (self-service) to automate and simplify open source compliance and risk assessments for libraries, frameworks and tools. More recently spent time on automation of open source bill of materials (using custom and commercial tooling), and integrating SBOM into software development life-cycle (SDLC). I have represented the business interests of open source both internally and externally, speaking at industry and professional conferences and events (including keynotes, round tables, EBCs, and customer meetings)

## Technology Thought Leadership:

Delivering keynotes at 1P (AWS) and 3P events across developer focused topics (open source, Cloud, and generative AI/AI Coding Assistants). Create and run hackathon playbooks, with internal and customers aligned to Amazon's Working Backwards methodology). Lead the creation of high visibility assets based on insights gathered through developer engagements. Presenting to senior leadership at Fortune 500 companies, at CxO level (Future of Development, Generative AI, and Open Source). Development of emerging technology road maps to align customers, customer segments, and technology partner ecosystem.

## Transformation and Innovation :

Working Backwards bar raiser (Amazon's innovation framework). Amazon's Culture of Innovation official speaker. Innovation leader at Big 4 organization managing over 120 people, delivered 10x projects (Watson/AI, first AI project) and partnership with Google for the first Google innovation hub outside of the US (2016). Development and implementation of a cross organization "Innovate to execute" methodology. Organizing, running and contributing to innovation events and talks. Prototyping solutions and using agile methodology. Identify technologies to use on transformation projects: Web, Cloud, Big Data, Open Source, Generative AI, and AI Coding Assistants

## Technical Design Authority:

Using deep and broad technical knowledge to undertake design reviews and ensure adherence to strategy, standards and alignment, definition of technology standards, creating and managing a community to produce and maintain those standards, improvement of the governance model and processes, build relationships with other territory TDAs and leverage those relationships in projects and reviews, manage and chair review boards ensuring projects and reviews were managed efficiently, transitioning legacy processes to new third party service providers, ensuring smooth knowledge transfer and hand over, and development of technology road maps to assist in strategic standards and alignment activities

## Enterprise Architecture:

Creation of technical reference architectures: using these reference architectures to aid the development of solutions, development of conceptual, logical and physical architectures, implementing and using new enterprise architecture tools such as the business canvas to work with clients to understand and map business models, and stakeholder management and presenting architecture designs at the C\* level

## Systems, Infrastructure, and Solutions Architecture:

Experience in all aspects of system and infrastructure architecture, designing, managing, documenting, reviewing and implementing

## IT Management:

Strategic planning for the team, which included organising the team into a design and an engagement function to optimise the running of the team, improve staff engagement and productivity and enable the use of external off shoring resources. All aspects of recruitment of technical staff, including development framework and mechanism to filter applicants. All aspects of running and managing technical/developer teams (up to 120)

## Hiring, Coaching, and Mentoring:

Amazon Hiring bar raiser. Coaching developer advocates through 1-2-1's and promo planning. Coaching new speakers to get them ready to speak at public speaking engagements. Key participant and advocate of a reverse mentoring program, mentoring five senior partners within the firm and providing mentoring on a wide range of technologies. Peer coaching and people management. Developed training materials and sessions to allow for knowledge transfer to other individuals (peers) and support staff

## Awards:

OpenUK Ambassador in 2023, Digital Leader of the year (nominee) in 2017, PwC Awards 2012-2014 Nominee (Innovation), 2015 (CIO Award), 2016 (Exceptional Relationship Building)



<https://github.com/o94459>



<https://www.linkedin.com/in/ricardosueiras/>



<https://blog.beachgeek.co.uk/>



<https://dev.to/o94459>

