

# ALEX YATES

**12 years of DevOps experience.** Helps folks adopt/change tooling, process, and culture, to improve **DORA metrics** and deliver **better business outcomes**.

Broad experience across **DevOps engineering, consulting, training, coaching, sales/solutions engineering, public speaking, and directing companies.**

**Passionate learner**, who works best in **cross-functional teams** where ideas are more easily shared, iterated, and implemented.

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### AWARDS + CERTS

6x Microsoft MVP Award  
2017 – present

AWS Certified Cloud Practitioner  
2022

Redgate “Davidson” Award  
2015



### SKILLS

DevOps consulting

Tech implementation

X-functional comms

Training

Community building

Public speaking

Learning quickly

Writing

Sales

SDLC and CI/CD tools

Database delivery

T-SQL, PowerShell

C#, Git

AWS, Azure





Java, JavaScript

### EDUCATION

BA (Hons) 2:1  
Drama and Theatre Studies  
Royal Holloway Uni. London

BSc (50% complete)  
Computer Science  
Open University  
(Distinction in all modules.  
Paused to focus on business.)

### PERSONAL INTEREST



### EMPLOYMENT HISTORY:

**Founder / DevOps Consultant: DLM Consultants (2016-present)**

- Significantly reduced customers’ risk and lead time for SQL changes.
- Focus on upskilling and coaching existing teams to practice DevOps.
- More detailed customer testimonials on the following page.

**Sponsorship Manager / Director: Data Relay (2016-2022)**

- Doubled revenue in 12 months. Tripled revenue 36 months.
- Promoted to director for showing success, responsibility, and leadership.

**Sales Person / Solutions Engineer: Redgate (2010-2016)**

- Flourished in x-functional collaboration and tech sales/implementation.
- Hit sales target 11 months in a row with record average order size.
- Promoted to Solutions Engineer. Worked with dev team on new products.
- Won company award for dev advocacy/public speaking/blogging.

### CAREER HIGHLIGHTS:

BRANCH / TAG	GRAPH	COMMIT MESSAGE
main		Alex misses being part of a team and is looking for a new challenge.
dml_consultants		Most profitable year for DLM Consultants.
2021		Resigned from Data Relay to reprioritise focus.
		'DevOps Reading List' blog post goes viral.
		First DevRel contract: Octopus Deploy.
data_relay		First virtual 'covid-safe' Data Relay conference.
		Promoted to Co-Director of Data Relay.
2019		Shift to longer, more hands-on, DevOps Engineering contracts.
2018		Delivered DevOps classes for Brent Ozar. Sold out. 100% 5* reviews.
		First Microsoft MVP Award in Data Platform category.
		Busiest conference year: 44 talks @ 34 events.
2017		Doubled sponsor revenue for Data Relay 2017. 5 events. 1,000 attendees.
		DLM has 12 consulting customers in year 1, including United Nations.
		Joined Data Relay to manage sponsorship. (Community conference.)
		Paused BSc. (Found faster ways to learn. Focus on business.)
		Founded DLM Consultants: Short DevOps training/consulting services.
2016		Quit Redgate to become a DB DevOps consultant.
redgate		Co-wrote/delivered 3-day DB DevOps training class.
		Start blogging/speaking: Top Google hit for 'Database CI'.
		More technical roles: Product Champion, Sales Engineer.
2013		Started Computer Science BSc (eve/weekend).
		Pioneered product demos - 7x increase to AVG order value.
		Identified USD 1M revenue opportunity in year 1.
		Joined Redgate as Sales Executive.
2010		Drama graduate with zero tech experience.

## TESTIMONIALS:



This is easily the BEST book list I've ever seen, complete with decision tree to help you decide what books you might like. IT'S AMAZING 😍

<https://t.co/1m6CIWpZyV>

**Dr Nicole Forsgren**, Wrote Accelerate



Holy cow — agreed! Thanks Alex Yates. Great selection of books and what an amazing flowchart!! 🐼 🐼

<https://twitter.com/RealGeneKim/status/1330780266068021248>

**Gene Kim**, Wrote The Phoenix Project



I hired Alex as an inexperienced, but very intelligent grad. He learned tech fast, and could apply and discuss it in a clear and believable way. These skills quickly allowed Alex to develop his role.

**Simon Johnson**, Head of Sales, Redgate



I found Alex to be a key member of my team who picked up technologies and concepts quickly. It was great to be able to rely on him to handle a number of my responsibilities when I was unavailable.

**T. Austin**, Dir. Customer Success, Redgate



Alex stood out for two reasons. First, he learned technology and its applications quickly. Second, he brought strong and passionate presentation skills. I'd happily work with him again.

**Grant Fritchey**, PASS President, Redgate



Alex is like a good teacher, he really wants you to understand how things work and he teaches patiently. He just wanted me to understand and make the product work.

**Sjors Takes**, Senior DBA, AlbumPrinter



Alex is a pleasure to work with; highly motivated, very capable at managing difficult projects, and fun to be around. He rapidly became a trusted, dependable, and critical team member.

**Alex Whittles**, Director, Data Relay



Adopting DevOps involves making difficult, hard-to-reverse changes. You need someone who's done this before, listens well, and communicates the right information. That person is Alex Yates.

**B. Ozar**, Consultant, Brent Ozar Unlimited



Our implementation of DLM ranks as the most beneficial infrastructure project of my 26-year IT career. DB deploys are no longer a bottleneck.

**Steve Cornwell**, Architect, Microsoft and Farm Credit Mid-America



DLM's mentoring service was exactly what we needed. Alex coached from the side-lines, without taking over, while supporting our objectives with deep knowledge of the subject matter.

**Anna Brown**, Director of BI, AllVue



We produced a POC and presented it to the wider team. Even the sceptics could see the value. Alex also warned that the journey will be hard, which demonstrates his integrity.

**Cihan Ucar**, Snr Software Architekt, VAT



Alex is extremely knowledgeable as well as very easy to work with. Regardless if he was dealing with DBAs, developers, or managers, he conveyed important concepts and key take aways.

**J. Morehouse**, Prin. Consultant, DCAC



It was clear Alex knew his stuff with Octopus Deploy and DevOps. Alex holds himself, the work he does, and the systems he works with, to a high standard. He builds quality.

**D. Campbell**, Community Dir, Octopus Deploy



Alex's knowledge and experience is exemplary. His workshop delivery is both enjoyable and educational. I met all my objectives, confidently reprising the exercises on my own systems.

**Rae Ellingham**, Snr Dev, Car Care Plan



Within a few minutes, it was apparent Alex knew his stuff. Alex knew to ask the right questions to ensure the solution would work. He could easily have forced a solution, but he didn't.

**Bob Walker**, FCSA and Octopus Deploy



Alex impressed me with his profound insight into a broad range of CI products on the market. He takes pride in his integrity and informed advice. True asset on any team.

**D. Andriychenko**, Lead Dev, Rabobank



Alex's style of including the team in the design process enabled us to not only meet our goal but exceed it greatly. And his rational challenge to our timeline led to an eye-opening realization.

**Brian Locke**, Systems Director, DataScan



It was tremendously valuable to have Alex pair with me as I got my head around Bamboo, tSQLt and the various DB automation tools. He was passionate about getting our PoC working.

**Pencho Belneyski**, Release Mgr, The UN