ALEX YATES

Seeking: Snr DevOps/Platform Engineer role. Hands-on with major tools (IaC, CI/CD, observability), languages (C#, JavaScript), and platforms (Azure, AWS).

12 years of DevOps experience: Helped folks to iterate tooling, process, and culture, to improve DORA metrics, and deliver better business outcomes.

Broad skillset: DevOps engineering, consulting, training, coaching, solutions engineering, public speaking, sales, marketing, and business management.

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github.com/Alex-Yates/WordleEngine

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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 ●●●●●
Blog/tech writing ●●●●○
B2B sales ●●●●○

Priority growth area

Redgate,Flyway,SSDT ●●●●●
ADO, Octopus Deploy ●●●●○
TeamCity, Jenkins ●●●○○
Git, C#, T-SQL, PoSh ●●●○○
AWS (EC2/Lambda) ●●●○○
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)*
- T-SQL CI/CD, Test Data Mgmt, Azure DevOps (ADO), Octopus Deploy.
- Significantly reduced customers' risk and lead time for SQL changes.
- Focus on upskilling and coaching existing teams to practice DevOps.
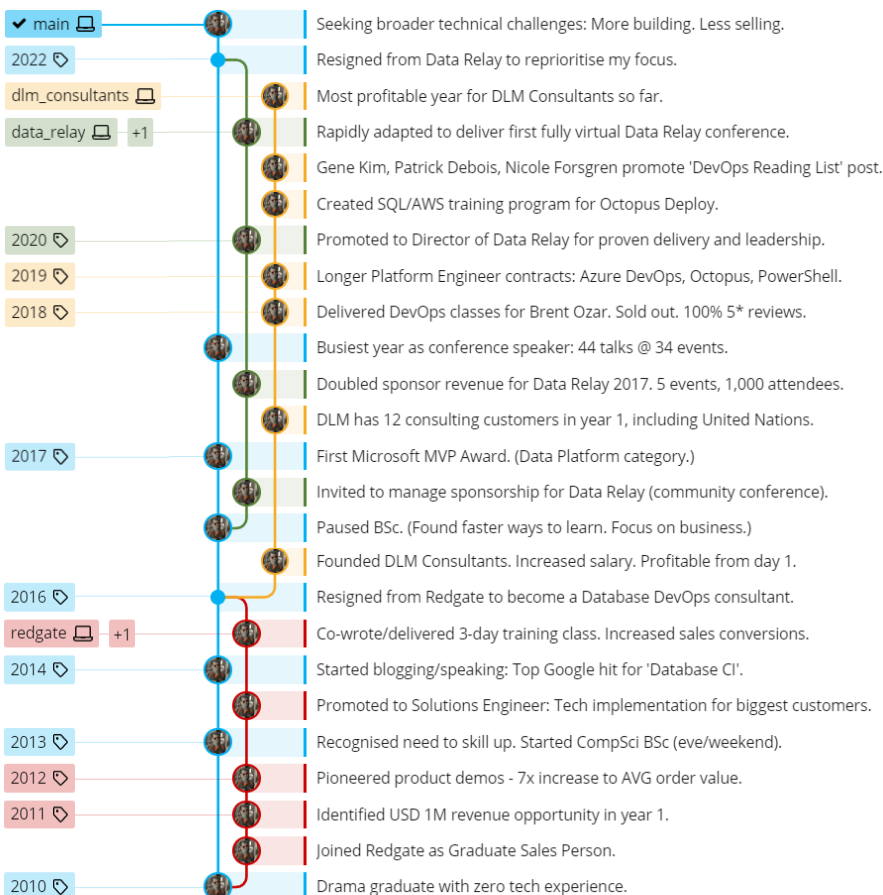- Customer testimonials on the following page.

Sponsorship Manager / Director: Data Relay *(2016-2022)*
- Doubled revenue in 12 months. Tripled revenue in 36 months.
- Promoted to director for performance, responsibility, and leadership.

Sales Person / Solutions Engineer: Redgate *(2010-2016)*
- Flourished at x-functional innovation and tech sales/implementation.
- Hit sales target 11 months in a row with record average order size.
- Promoted to Solutions Engineer. Worked w/ dev team on new products.
- Won company award for dev advocacy/public speaking/blogging.

CAREER HIGHLIGHTS:

✔ main	Seeking broader technical challenges: More building. Less selling.
2022	Resigned from Data Relay to reprioritise my focus.
dlm_consultants	Most profitable year for DLM Consultants so far.
data_relay +1	Rapidly adapted to deliver first fully virtual Data Relay conference.
	Gene Kim, Patrick Debois, Nicole Forsgren promote 'DevOps Reading List' post.
	Created SQL/AWS training program for Octopus Deploy.
2020	Promoted to Director of Data Relay for proven delivery and leadership.
2019	Longer Platform Engineer contracts: Azure DevOps, Octopus, PowerShell.
2018	Delivered DevOps classes for Brent Ozar. Sold out. 100% 5* reviews.
	Busiest year as conference speaker: 44 talks @ 34 events.
	Doubled sponsor revenue for Data Relay 2017. 5 events, 1,000 attendees.
	DLM has 12 consulting customers in year 1, including United Nations.
2017	First Microsoft MVP Award. (Data Platform category.)
	Invited to manage sponsorship for Data Relay (community conference).
	Paused BSc. (Found faster ways to learn. Focus on business.)
	Founded DLM Consultants. Increased salary. Profitable from day 1.
2016	Resigned from Redgate to become a Database DevOps consultant.
redgate +1	Co-wrote/delivered 3-day training class. Increased sales conversions.
2014	Started blogging/speaking: Top Google hit for 'Database CI'.
	Promoted to Solutions Engineer: Tech implementation for biggest customers.
2013	Recognised need to skill up. Started CompSci BSc (eve/weekend).
2012	Pioneered product demos - 7x increase to AVG order value.
2011	Identified USD 1M revenue opportunity in year 1.
	Joined Redgate as Graduate Sales Person.
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/1m6ClWpZyV
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, Dev Advocate, Redgate

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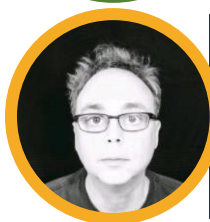**B. Ozar**, Consultant, Brent Ozar Unlimited

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.
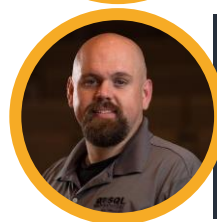**Alex Whittles**, Director, Data Relay

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

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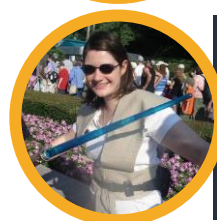
Alex is extremely knowledgeable as well as very easy to work with. Regardless if he was dealing with DBAs, developers, or managers, he conveyed important concepts and key take aways.
J. Morehouse, Prin. Consultant, DCAC

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 force fed a solution, but he didn't.
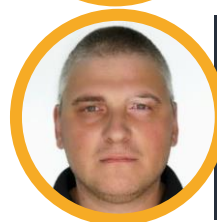**Bob Walker**, FCSA and Octopus Deploy

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