ALEX YATES

DevOps professional with **12 years of experience** supporting customers to adopt **DevOps tooling**, **process**, and **culture**.

Broad experience across **DevOps engineering**, **businesses**, **consulting**, **training**, **coaching**, **sales engineering**, and **public speaking**.

A passionate learner who works best in **cross-functional teams** where ideas are more easily shared and implemented.

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AWARDS + CERTS

5x 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 ●●●●○
Git ●●●●○
AWS, Azure ●●●○○
T-SQL, PowerShell ●●●○○
C#, 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

Founder / Director / DevOps Consultant

2016 – present: DLM Consultants *(Database DevOps consulting)*
Database DevOps consulting, training, coaching, and mentoring.
Dozens of consulting customers across US, EMEA and APAC.

Sponsorship Manager / Director

2016 – 2022: Data Relay *(Community tech conference)*
Tripled sponsor revenue by 2019. Promoted to a director.

Sales / Sales Engineer

2010 – 2016: Redgate Software *(Database DevOps software)*
Flourished in x-functional collaboration and tech sales/implementation.

CAREER HIGHLIGHTS:

BRANCH / TAG	GRAPH	COMMIT MESSAGE
✔ main 💻		Alex misses being part of a team and is looking for a new challenge.
dlm_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.
		Doubled sponsor revenue for Data Relay 2017. 5 events. 1,000 attendees.
2017 🏷		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.