

Chloe Condon

A very, very serious keynote.



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Who are you?

Named one of the 200+
Thought Leaders in Crypto
and Blockchain this year.



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How? I'll tell you.

You can be a Thought Leader in Crypto and Blockchain, too...



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Step 1

Join a LinkedIn group.



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Step 2

Forget about it for about
6+ months...



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Step 3

Don't learn anything about crypto.



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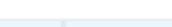
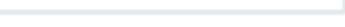
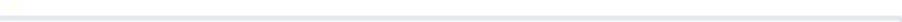


200+ Thought Leaders in Crypto and Blockchain—The Ultimate Crypto List for Event Planners, Influencers and the Like

Copied & Pasted from a LinkedIn Group
I forgot existed



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<img alt="Yellow bar" data-bbox="995 11305



Chloe Condon  @ChloeCondon · Feb 14

Feeling **#honored** and **#blessed** to be added to the 200+ women in **crypto** & 



Chloe Condon  @ChloeCondon · Mar 5

MY ADVENTURES IN **CRYPTO** THOUGHT LEADERSHIP CONTINUE 



**Cryptowire {BTC Class of 2013} added you to
list Blockchain Heroes - Women**



3



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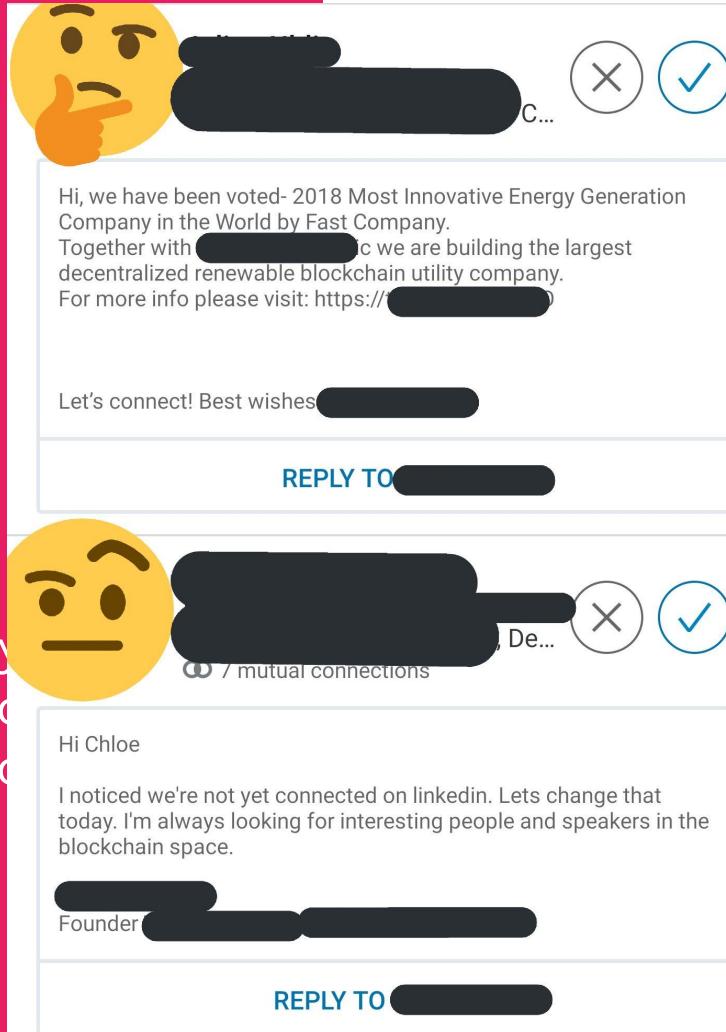
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Step 7

Put a line in your LinkedIn about how you literally know nothing about it.



A screenshot of a LinkedIn messaging interface. At the top left is a yellow thinking emoji. To its right is a large black redacted name. To the right of the name are two circular buttons: a white one with a black X and a blue one with a white checkmark. Below the emoji is a message box containing text. At the bottom of the message box is a "REPLY TO" button. Below the message box is another emoji, a neutral face, followed by a large black redacted name. To the right of the name are the same two circular buttons. Below this second emoji is another message box containing text. At the bottom of this second message box is a "REPLY TO" button.

Hi, we have been voted- 2018 Most Innovative Energy Generation Company in the World by Fast Company. Together with [REDACTED]c we are building the largest decentralized renewable blockchain utility company. For more info please visit: [https://\[REDACTED\]](https://[REDACTED])

Let's connect! Best wishes [REDACTED]

REPLY TO [REDACTED]

Hi Chloe

I noticed we're not yet connected on linkedin. Lets change that today. I'm always looking for interesting people and speakers in the blockchain space.

[REDACTED]
Founder [REDACTED]

REPLY TO [REDACTED]



← Summary

Developer Evangelist at Sentry (sentry.io)

Developer Evangelist. Hackbright Alumni/Ambassador/Mentor. EU/US Citizen.  Recovering Actress.

Bio:

Former musical theatre actress and Hackbright Academy graduate, Chloe is now a Developer Evangelist at Sentry. Pre-Hackbright, she spent her nights and weekends performing in the Bay Area as a singer/actress and worked in tech by day in various non-engineering roles. Perhaps the only engineer you'll meet who has been in "Hairspray", "Xanadu", and "Jerry Springer: the Opera"- she's passionate about bringing people with non-traditional backgrounds into the world of tech. If you're trying to find her face, yes- she's the young woman giving the awkward thumbs up in the "What It's Like to be a Woman at a Tech Conference" article (which she also wrote). In February of 2018 she was named one of the "200+ Thought Leaders in Crypto and Blockchain" and still knows absolutely nothing about Crypto and Blockchain. Seriously- not a thing. She considers it her greatest accomplishment.



The opportunity
roll in by th

RESU

Thank you.

Ok, that's not the whole talk.



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How to Succeed at Being a Crypto & Blockchain Influencer Without Really Trying



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Ok, but really who are you?

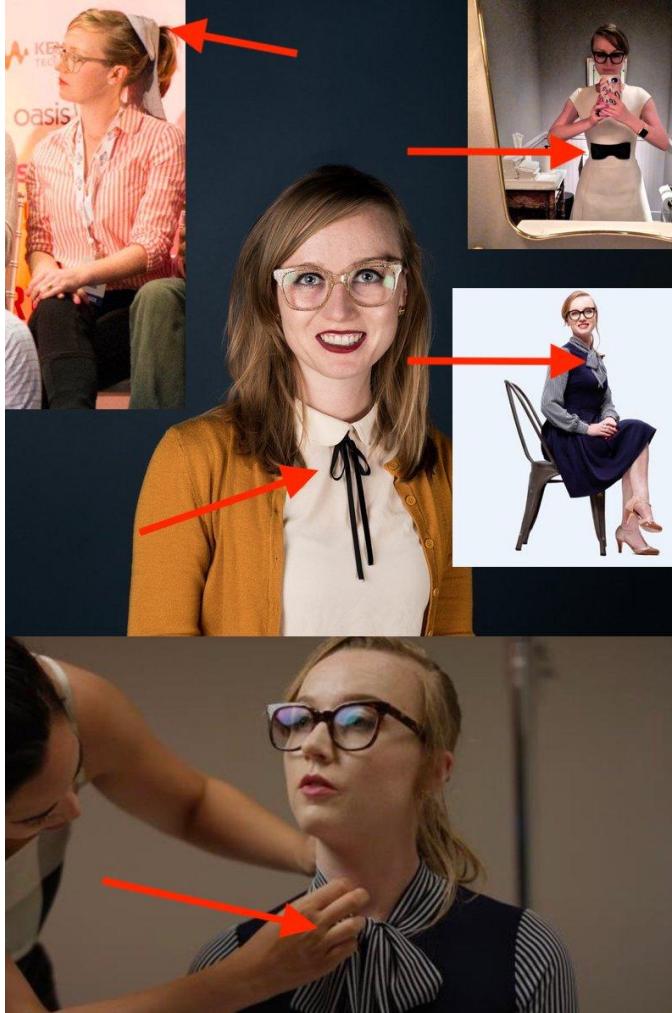
- Cloud Developer
Advocate at Microsoft
- Writer
- Hackbright Academy Grad
- Former Actress
- Frequent Twitter User



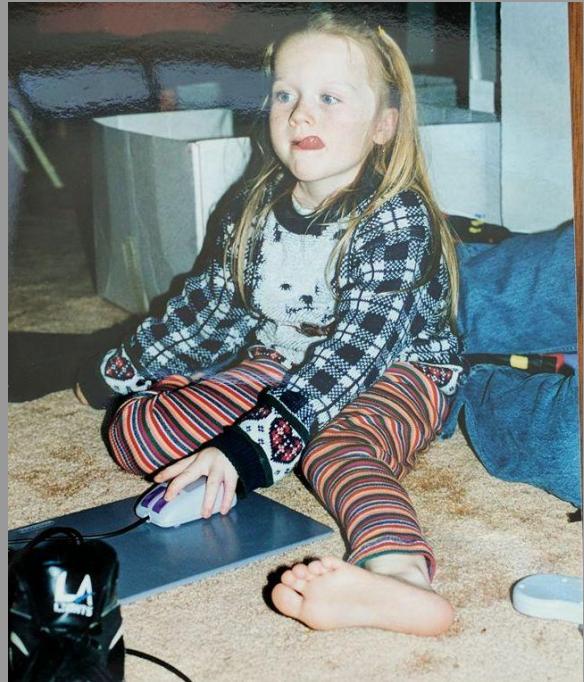
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@OhloeCondon



 @ChloeCondon



@ChloeCondon



@ChloeCondon



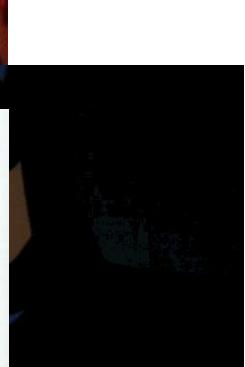
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Shocking realizations when transitioning from theatre to

- ## tech:
- Having an affair with the director
 - Ability to belt a high C
 - Gender
 - Not having a believable
 - The gender “balance” is opposite. Cockney accent
 - The industry is a lot less competitive
 - People don’t sing as much...
 - I get paid a living wage?! And I get a job based on skill, and not...
 - My weight & every other character, my ability to tap dance
 - My pay being donation to a theatre



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Why so serious?



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[H]ope [with] [pertinent] turned engineer



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What do you do



midtownuniform

Devin Dinkleman. Grew up in SF, lives in West Village. Started an app company called Chadly. Was Evan Spiegel's fraternity brother. Has 11 pairs of Allbirds. Stoked cuz he just crushed the 28-day keto diet.



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Yellow & Orange Crayon want
Duncan to settle an on-going débate!



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Memory Hooks

Because we all have the attention span of a toddler



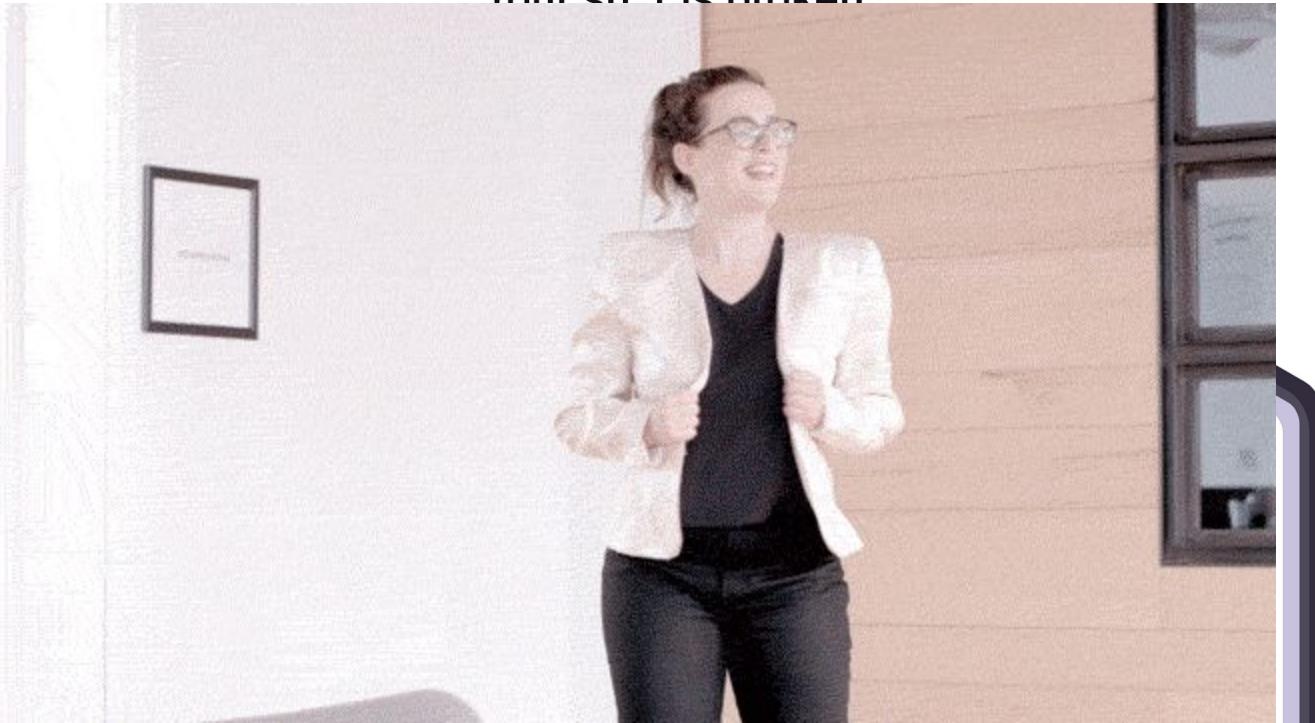
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Error monitoring more helpful than
“Your sh*t is broken”

View
for J

See 1

Filter



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Content

It doesn't have to be
boring.





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@ChloeCondon

In my opinion, your chosen Mario Kart player says WAY more than a pedo...



Julia @juleshastweets · Mar 21

Replying to @ChloeCondon

Green Shy Guy???



1



3



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@ChloeCondon · Mar 21

u r green and v shy



1



13



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Isabelle



HELPING PEOPLE MAKES YOU HAPPY,
SO YOU'RE ALWAYS HELPING PEOPLE
AND THEREFORE HAPPY.

```
sadness: 0.0,  
neutral: 0.0,  
contempt: 0.0,  
disgust: 0.0,  
anger: 0.0,  
surprise: 0.0,  
fear: 0.0,  
happiness: 1.0
```



At Sentry, we wanted a monthly meet-up...

- To engage with the community
- Create brand awareness
- Authentic to the Sentry brand



Average Meet-up

- Arrive, grab a pizza, maybe a warm beer.
- Chat with other attendees.
- Sit down, hear someone (usually a recruiter) talk about how they're hiring... blah blah
- First speaker comes up, he (usually always male) shamelessly plugs his company. Tries to do demo. WiFi doesn't work.
- Second speaker is very nervous- WiFi is still shitty... you start to look at your phone... you kind of tune out and start questioning why you're here on a Wednesday night).
- You slither out as soon as you can... the event ran 45 minutes over.

Sentry Scouts Meet-up

- Arrive, take pictures with a giant squirrel in front of a tent. You also ask someone to take a pic of you in a giant camp chair.
- You chat with attendees, and quickly grab some s'more fondue, boozy hot chocolate, Gushers, and a grilled cheese.
- Chloe comes out, intros the PowerPoint karaoke speakers. You laugh a lot- the sugar is kicking in!
- The panelists come on stage- you learn about a new (or familiar) topic from a truly diverse panel of speakers
- Someone performs a song?!
- You grab your patch/sticker and get kicked out of the venue because you've stayed so late talking to other folks*

* introvert option: you go home, post about how great a time you had on Twitter. Catch up on Game of Thrones.



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Giving Technical Talks

Doesn't have to put people to sleep





Chloe Condon  

@ChloeCondon

Pro-tip! If you don't want to feel like a



Chloe Condon   @ChloeCondon · 10h



Chloe Condon   @ChloeCondon · 10h

In conclusion, I'd like to quote [@tacobell](#):

"think outside the bun"  

Thank you for coming to my [@TEDTalks](#)

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 3



 18



6:32 PM - 31 May 2019 from [Grand Rapids, MI](#)

23 Retweets 253 Likes



[ChloeCondon](#)

Engineers are people, too.

Treat them how you'd treat
a real life human.



O Captain! My Captain!



@ChloeCondon

Thank you



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<aptera>



KFORCE



Collective Idea

