

**You're the First DevRel at
Your Company,
Now What?**

About Me

@DevWithTheHair



Jaime Lopez Jr

@DevWithTheHair

**[https://github.com/
DevWithTheHair](https://github.com/DevWithTheHair)**

More Than Just Code

<http://MTJC.fm>

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My Path to DevRel

DevRelCon Tokyo 2019

<https://www.devrelcon.net/tokyo/>

**First (and only)
DevRel at the company**

Now what?



Determine your developer community

Examples

- Consumer?
- Enterprise?
- Single platform?
- Multiple platforms?
- ...and more!

**Do you have facts and
data?**

**Do Things That
Do Not Scale (sometimes)**

Things that do not scale

1) Meeting with other departments

→ Engineering

→ Product

→ Management

2) Meeting with customers

**Do Things That
Scale (most of the time)**

Things that scale

1) Documentation

→ API Reference

→ Guides

→ Tutorials

2) Example code

**Big
challenges**

- Technical
- Non-technical

Technical:

- Software development
background

...but not in this topic

Non-technical:

- Trust other people
- Influence vs Authority
- Relationship building

Result

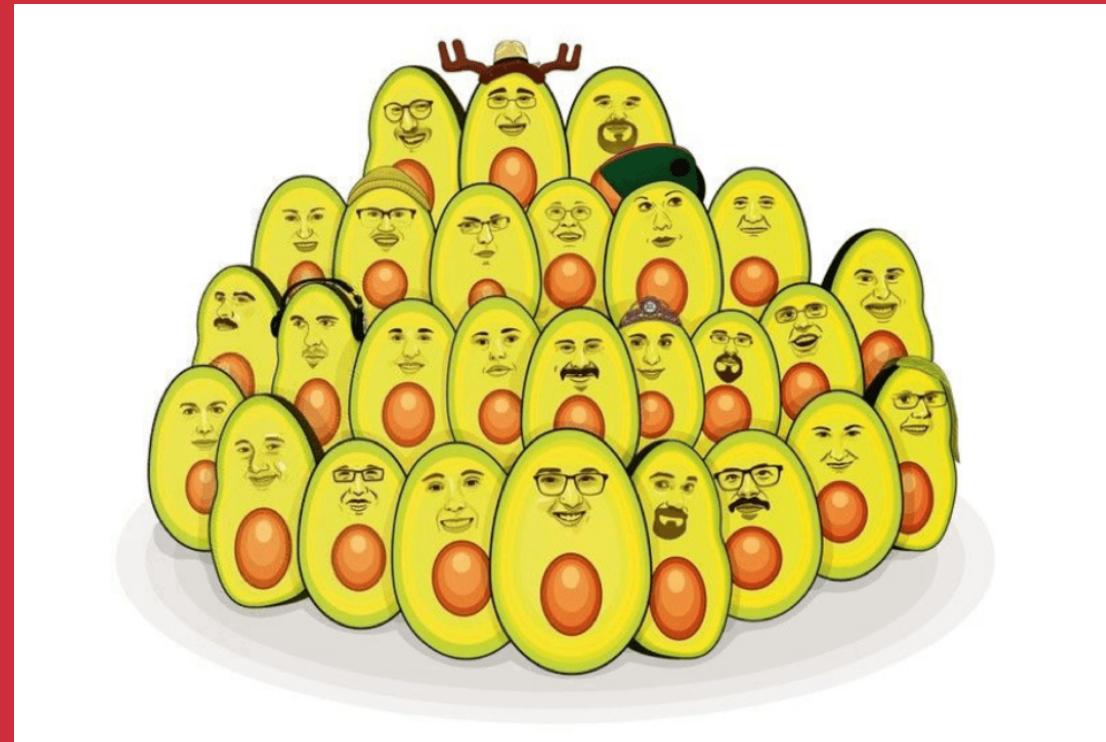
(وَرْسَأْلَهُ)

- Successful initiatives
- Happy customers
- Bigger team

Learning Resources

The Business Value of Developer Relations:

How and Why Technical Communities Are Key To Your Success



Mary Thengvall

@DevWithTheHair

DevRel collective

<https://devrelcollective.fun/>

DevRelCon

@DevWithTheHair

DevRel/Asia

@DevWithTheHair



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thank you!