

Devrel and enterprise: When developers are not buyers

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He/Him



Let me give you context



I'm a believer in DevRel





My Background



Don't let a CMS get in the way
of shipping software

Contentful provides a content infrastructure that enables
teams to power content in any digital product



400,000 active users

Developers | Project Owners | Content Creators

Contentful provides a content infrastructure that enables teams to power content in any digital product

Contentful 411



Organizational Changes and Growth



Enterprise changes come with enterprise problems





Strong Executive Sponsor

I don't care where DevRel sits





The world is full of generalizations about devrel that take narrow experiences and try to make them broadly true. We really need to move beyond saying certain titles and departments and skillsets are wrong and instead share our approaches.

@bwest



All My Problems

- Dev's aren't purchasing Contentful
- Contentful is very powerful
- Layers between Contentful and Devs
- All the normal DevRel Problems
 - How do we empower our Developer Community?
 - How do we measure success?
 - Burnout



Contentful Developer Community



Purchasing isn't from our Developers



A photograph of a diverse group of approximately 25 people of various ages and ethnicities, all dressed in casual attire. They are seated on a long grey sofa and a wooden balcony railing, some with their feet propped up. Many individuals are clapping, smiling, or laughing, creating a festive and celebratory atmosphere. The setting appears to be an indoor event or party. In the foreground, a young man with light brown hair and a white t-shirt is partially visible, looking towards the camera.

Contentful Mastery



Sales, CSM and Partnerships, Oh My.

Who do AE's and CSMs talk to?



Metrics



Our Mission

Awareness, Education, Community





Awareness

Developers





Occasionally in a Dress Shirt

give us
a follow



JAMSTACK
TORONTO

Dev Awareness of DevRel

Education





I'm the first user.



I'm creating the first tutorials.



Sales, CSM and Partnerships, Oh My.



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get in the way of shipping software**

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Community



Who is our Community?





What are they making?



What do they need?



Why do we care about our Community?



The Persona of an Enterprise Dev

Community and Analysts

Making Product Marketing Managers Happy

FORRESTER®

Gartner®



Our Mission

Awareness, Education, Community



Our Secret Mission:



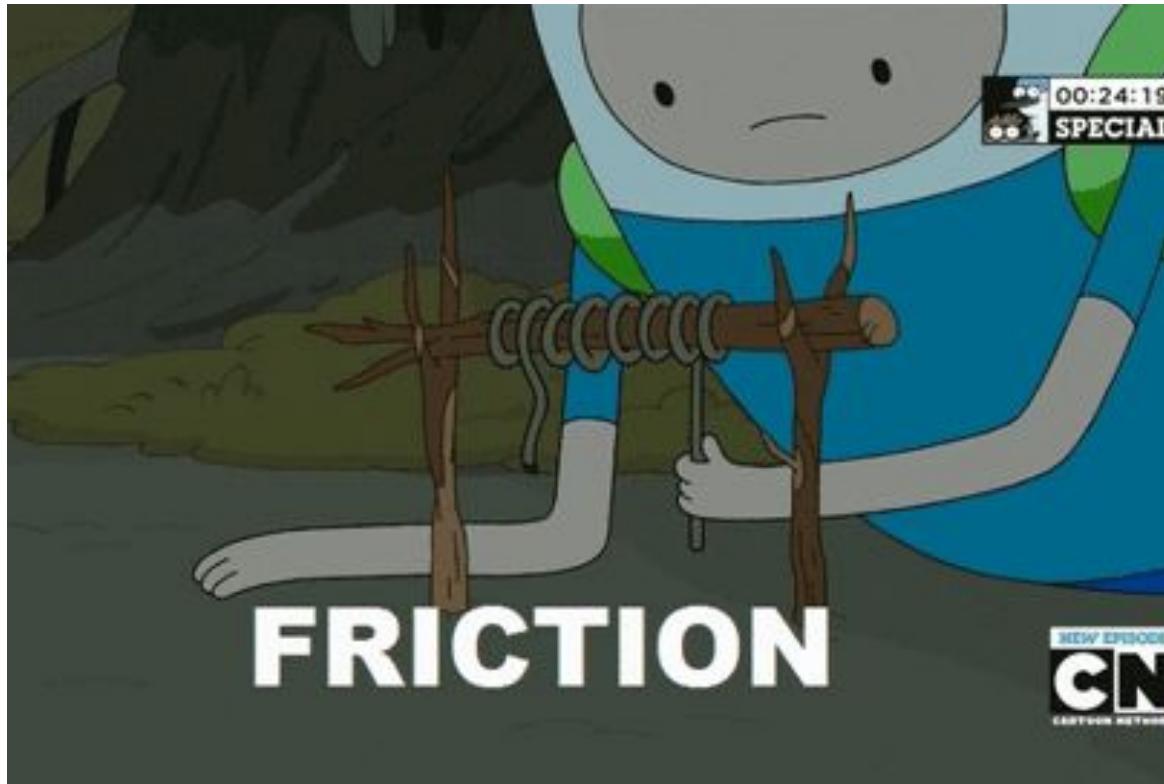


Internal Awareness



Sales, CSM and Partnerships, Oh My.

Friction



Building and Maintaining Trust



SALESFORCE

OR IT DIDN'T HAPPEN

imgflip.com



Metrics



Metrics





[T]he thing we want to hear out of every sales rep's mouth is “devrel gives the best leads.”

- Rob Spectre



A photograph of a group of young people at what appears to be a marketing event or party. In the foreground, a young woman with long blonde hair, wearing a blue beanie and a denim jacket, is smiling and raising her right hand in a wave. To her left, a young man with curly hair and glasses, wearing a denim jacket over a graphic t-shirt, is also smiling. In the background, another person wearing a blue beanie and a white t-shirt is visible. The setting is indoors with warm lighting and some blurred structures in the background.

Supporting marketing



ATLASSIAN
SHIP IT

GLOBAL SHIP IT DAYS

DevRel and PMM



Be Engaged



Be Involved

Teaching Contentful to Contentful



It's all about internal buy in.





Sales, CSM and Partnerships, Oh My.

A photograph of a group of people at what appears to be a social gathering or networking event. In the center, a young man with short brown hair is smiling and looking towards the camera. He is wearing a white t-shirt with a colorful graphic that includes the word "content" and a grey zip-up jacket over it. To his left, another man with dark curly hair and glasses is looking towards him. To his right, a woman with long dark hair is seen from behind, wearing a black top with white polka dots. In the background, there are other people, including a man in a blue beanie and a man in a dark suit. The setting is indoors with warm lighting.

Come be my new Boss

Come find me with Questions

@ShyRuparel

Slides: github.com/shy/talks

Photos: #WOCinTech Chat

contentful.com/events