Arun Gupta

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Executive Summary

Senior GTM and Developer Ecosystem Executive with 25+ years leading cloud adoption, partner strategy, and field enablement at global companies like Intel, Amazon, Apple, Red Hat, and Oracle. Built and scaled developer programs that grew active users from zero to millions, directly influencing $50M+ in pipeline. Led large cross-functional orgs across product, marketing, and engineering to deliver high-impact go-to-market plays. Chair of CNCF and OpenSSF, shaping industry-wide cloud and security strategies. Frequent keynote speaker, published author, and AI-for-Good advisor with TED and the United Nations.

Core Competencies

GTM Strategy & Execution | Cloud & AI Platforms | Developer & Partner Ecosystems | Field Enablement | Sales Play Design | Open Source Strategy | Pipeline Acceleration | Cross-Functional Leadership | Ecosystem Growth | Strategic Partnerships | Product-Led Growth | Business Reviews & Feedback Loops | Executive Stakeholder Management | Global Expansion | Operational Rigor | Budget Ownership | Industry Thought Leadership

Professional Experience

Intel
Vice President, Developer Programs | Apr 2022 - Present

- Defined and executed Intel's global developer GTM strategy across GenAI, open source, and cloud—scaling active engagement to millions.
- Built 50+ strategic partnerships with hyperscalers, GSIs, ISVs, and startups to drive co-marketing and field plays.
- Aligned product, marketing, and partner teams to influence $50M+ in cloud pipeline.
- Spearheaded global enablement and training programs with 200+ sessions and 60+ NPS.
- Elevated Intel's cloud and AI positioning through 50+ media/analyst briefings.
- Managed 40-person org with $10M+ budget, deploying KPI frameworks for reach, engagement, and conversion.

Apple
Head of Open Source and Apple JDK | Feb 2020 - Ap 2022

- Founded Apple's Open Source Program Office; cut legal review time by 80% and enabled scalable contributions.
- Rolled out InnerSource across Apple to boost code reuse and cross-team collaboration.
- Ran dev summits with 2,000+ attendees to drive open source adoption and break down silos.
- Evangelized open source and dev best practices across internal communications, events, and forums, giving Apple engineers a stronger voice in external communities.
- Managed the Apple JDK team**,** defined vision and delivered quarterly milestones on schedule.

Amazon Web Services
Principal Open Source Technologist | Apr 2017 - Feb 2020

- Led ecosystem strategy for Amazon EKS, Amazon Corretto, and key AWS developer-facing services—driving product launches, messaging, and community scale.

- Partnered with sales, BD, and engineering to boost adoption in strategic accounts and open source ecosystems.
- Orchestrated a 50+ person cross-functional team to deliver AWS's first Kubernetes workshop tailored to enterprise use cases.
- Launched open source credits program adopted by 20+ projects to drive platform usage.
- Advanced AI/ML workload adoption by building containerized deployment strategy with a 30-person delivery team.

Couchbase
Vice President, Developer Relations | Sep 2015 - Apr 2017

- Led GTM for Couchbase products, hiring and scaling DevRel team from 3 to 8; aligned tightly with sales, product, and partner teams.
- Launched field enablement programs, increasing sales effectiveness by 50% in new territories.
- Drove community and advocacy efforts to accelerate developer-led adoption in key accounts.

Red Hat
Director, Technical Marketing | Oct 2013 - Sep 2015

- Owned global GTM strategy for JBoss Middleware portfolio, aligning product, partner, and field teams to deliver consistent customer-facing messaging.
- Developed positioning and enablement assets adopted across regions.
- Represented Red Hat in keynotes and technical sessions to drive awareness and product adoption.

Oracle/Sun Microsystems
Java Community Curator | Mar 1999 - Oct 2013

- Drove global GTM and developer adoption for the Java platform—growing downloads from zero to 5 million in under three years and reaching 12M+ developers (Sun's President Award)
- Led global evangelism through 300+ keynotes and technical talks across 50+ countries, positioning Java as the leading enterprise development platform.

Board & Industry Leadership

Cloud Native Computing Foundation (Aug 2017 – Present): Oversaw $60M+ budget; grew ecosystem from 170 to 700+ members, Chair since 2021.

Open Source Security Foundation (May 2022 – Present): Driving open security adoption and funding priorities, Chair since 2023.

TEDAI (Apr 2023 - Present): Proposed and led AI for Good hackathon since 2023.

United Nations (Oct 2023 - Present): Organized first-ever UN Tech Over Hackathon in June 2025.

Devoxx4Kids (Mar 2013 - Present): Founded U.S. nonprofit chapter; delivered STEM workshops to 5,000+ kids across 10+ cities.

Education

- M.S. Computers, Delhi University, India
- B.S. Electronics, Delhi University, India