

Andrew Tork Baker

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I'm a founder, engineer, and developer relations executive. I spent eight years as a leader in Twilio's dev rel organization, ultimately helming it as VP. After a sabbatical, I dove deep into AI as an engineer. I built a handful of product concepts and sold one. In 2025 I spun up Implausible AI: hands-on AI coding bootcamps for execs.

Founder and consultant (2024-2025)

I've spent the last 18 months learning about AI by building various product concepts. Some were relatively simple, like a [screen time ranking service](#). Others were more complex, like my [privacy-forward inbox-based AI agent](#) which used only local models.

The most successful was [BetterSeat](#), a consumer AI agent travelers use to get the best possible seat on their next flight. Building a browser-based consumer agent which interacts with third parties was fascinating - marketing a travel product, less so. I sold BetterSeat in early 2025.

This summer I started [Implausible AI](#), my consulting business focused on hands-on AI coding bootcamps for execs and investors. I began publishing [a weekly newsletter too](#), with original analysis.

Along the way I spoke at [DevRelCon NYC](#) about how the developer PLG playbook is evolving. I also regularly volunteer at my favorite SF meetup, [AI Tinkerers](#).

Twilio (2015-2023)

Throughout my eight-year tenure I helped Twilio 20x its developer community, growing from 600k to over 12 million. That fueled Twilio's growth from \$167 million to \$4.15 billion in annual revenue.

Vice President, Developer Network (2021-2023)

- Led Twilio's developer relations org, responsible for the GTM half of Twilio's self service business
- Managed and served an engaged, global org of 100 dev rel professionals spread across teams such as Evangelism, Education, Community, Advocacy, and others
- Drove awareness, adoption, implementation, and usage of Twilio at scale via dozens of online and offline programs for developers, growing Twilio's active customer accounts from 250k to over 300k
- Championed developers' needs in the company's most important decisions. Shipped the first-ever Developer Keynote at SIGNAL. Pair programmed with new CXOs and board members during onboarding to build their first original Twilio project.

Earlier roles (2015-2021)

As leader for Twilio's Developer Education and Developer Enablement orgs, my earlier work at Twilio focused on the adoption and implementation phases of a developer's journey.

Highlights include: building our automation-forward docs infrastructure; launching and scaling [Superclass](#) (Twilio's first-party training program) and [TwilioQuest](#) (gamified training platform); founding a skunkworks program which launched v1.0 of [Twilio's CLI](#); [sending code submitted by the Twilio developer community to space](#); crafting and delivering more [live demos](#) than I can remember

Other experience

I started my career at Accenture in Washington, D.C. where I spent all day, every day writing [PL/SQL](#) scripts. I became a Python developer at my next job, leading that consultancy's Python practice while also organizing the DC Django meetup.

I was an early adopter of Docker. When I realized other developers around me wanted to learn it too, I started giving [talks](#) and running [workshops](#). After I created [O'Reilly's first Docker video course](#), I joined Twilio as its first Developer Educator hire.

In 2019, while working at Twilio, I launched [Gator](#): a Slack app for distributed teams which I still operate. Over 10,000 coworkers have sent 300,000 messages with Gator.

Education

University of Virginia - B.A. Computer Science and Foreign Affairs