# Chris Short

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## Professional Summary

Senior developer advocate and technical marketing leader with 30 years of experience in systems, DevOps, and cloud technologies, specializing in making complex technical concepts accessible and understandable. Proven track record of building developer communities and leading high-visibility projects like AWS Container Days, GitOpsCon, and Kubernetes events while maintaining active Kubernetes community leadership. Known for cross-organizational collaboration and creating educational content that bridges technical capabilities with business value. Deep expertise in infrastructure automation, containerization, and cloud-native technologies. Driven by the belief that technology should improve humanity.

Entire professional history, experience, training, and awards are available at https://chrisshort.net/

## Professional Experience

### Sr. Developer Advocate, Amazon Web Services — Commerce, MI — Oct 2021 to Jan 2025

❖ Led key components of Valkey's developer engagement strategy through targeted content creation and global event representation, resulting in Valkey becoming the defacto Redis fork worldwide
❖ Organized and led Amazon's expansive 50+ speaker, 30+ session re:Invent 2023 Kubernetes and Containers track, increased customer satisfaction (CSAT) scoring metrics YoY for track
❖ Taught AWS devs how to do open source for Finch; worked with the dev team to create a build, pull, push, run tool; consulted on strategy, design, and release content; >2K GitHub stars in two weeks
❖ Updated the AWS Open Source website; analyzed metrics, established benchmarks, improved performance, and SEO metrics. Updated to the latest design standards. #1 Google rankings.
❖ Launched EKS.news, a newsletter covering the latest updates on Amazon Elastic Kubernetes Service (EKS): an additional mechanism to inform customers on new features and changes
❖ Trained Kubernetes Product Marketing team on open source; how the cloud native ecosystem works; created and executed training materials for PMMs; exceeded 3P event CSAT goals
❖ Authored Amazon EKS 1.22 & 1.23 release blogs; thousands of views by global customers
❖ Co-lead Kubernetes Contributor Comms: sharing messaging on changes in project; duties include leading the team in creating event comms, crisis comms, and social media; awarded in 2023
❖ Produced/Hosted Kubernetes Day 0 event AWS Container Day at KubeCon EU 2023 Amsterdam
❖ Organized and ran GitOpsCon EU 2021, including marketing, speaker selection, and hosting the event with fellow organizers. 300+ attendees; top two for attendance at Day 0 KubeCon 2021 event
❖ Produced multiple AWS Open Source Partner videos in-studio; simplified technical language for a broader audience, drove understanding between partners, product marketing, and video teams

### Principal Technical Marketing Manager, Red Hat — Commerce, MI — Aug 2019 to Oct 2021

❖ Gave 5 talks in 3 days for IBM FastStart 2020; taught 100s of sellers/partners about the advantages of OpenShift for AI/ML workloads, monitoring with Prometheus, and technical roadmaps
❖ OpenShift.TV Executive Producer: responsible for finding content, talent, showrunning, marketing, growth, and facilitating live productions; elevated to global brand initiative: Red Hat Live Streaming
❖ Created over 700 hours of live content, garnering over 2 years of live watch time in less than a year

- ❖ Training others on how to use cloud infrastructure to run OpenShift.TV; grew the channel's bench of hosts and producers across the globe; three hosts and producers added to the team in two weeks
- ❖ Built workshops and other instructional materials, enabling the field to be informed about Red Hat's cloud native offerings plus competitive intelligence to position product launches in the market

## Principal Product Marketing Manager, Red Hat — Commerce, MI — Jun 2018 to Aug 2019

- ❖ Selected by leadership, peers as Red Hat Product Marketing Awards — Best New Red Hatter 2019
- ❖ Evangelized [Kubernetes Operators with Ansible](#); engaged leadership to prove value; got developers on a podcast, technical lead on a landing page, presented talks at Red Hat Summit
- ❖ Ansible blog curator, editor, writer, room lead, managed roaming survey staff, providing technical guidance with products and official after-party event security for AnsibleFest 2018
- ❖ Speaker and content creator for multiple public and private Red Hat events over the globe; enabled field to sell and market Ansible to customers intelligently through go-to-market strategy
- ❖ Instrumental in bringing community projects into the Red Hat Ansible Automation suite of tools; enabled creation of standards for testing and acceptance as well as scoring of Ansible content

## Senior DevOps Advocate — SJ Technologies — Commerce, MI — Jan 2018-Jun 2018

- ❖ Built Ansible-based infrastructure testing tool to identify quality concerns between functional areas delivery virtual machines; suggested remedies to reduce handoffs and increase automation
- ❖ Set up Ansible automation to deploy Confluent Kafka; made OpenShift deployment for Kafka UI
- ❖ Represented SJ Technologies as a public speaker at events across North America; spread our DevOps practice message in talks based on research, experiences, and observations
- ❖ Worked with BizDev, Sales, and Marketing teams to build new customer relationships and marketing materials to attract customers and leveraged social media to build branding

Manager, DevOps — Bankrate — Detroit, MI — June 2017-Nov 2017
Global DevOps Engineer — Solarwinds MSP — Durham, NC — June 2016-June 2017
Senior IT Analyst — Duke School of Medicine — Durham, NC — Dec 2015-June 2016
Systems and Security Engineer — LCMS Plus, Inc — Chapel Hill, NC — July 2015-Dec 2015
Platform Support Engineer — Windstream Hosted Solutions — Cary, NC — May 2014-July 2015
Linux System Administrator — Cree — Durham, NC — Mar 2014-May 2014
Network/Systems Security Engineer — McClatchy Interactive — Raleigh, NC — June 2012-Mar 2014
Linux Systems Administrator — College Foundation, Inc. — Raleigh, NC — Feb 2012-June 2012
Support Operations Specialist — McClatchy Interactive — Raleigh, NC — Jan 2011-Feb 2012
Cyber Transport Systems (Communications and Intelligence) — US Air Force — Nov 1999-Dec 2010

## Education and Certifications

- ❖ AAS, Community College of the Air Force, Electronic Systems Technology
- ❖ CompTIA Network+ (Verification [ZZ6VGN6LSCBEYCBN](#))
- ❖ Red Hat Certified System Administrator (RHEL 6 - Certification ID: 120-179-858)
- ❖ Red Hat Certified Specialist in Ansible Automation (Ansible 2.3 - Certification ID: 120-179-858)
- ❖ Pragmatic Marketing Certified - Level II; Foundations and Focus Pragmatic Marketing Framework
- ❖ Additional accomplishments on [Credly](#)