

Chris Castle



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I've helped teams conceptualize, design, and build numerous digital products through writing code, prototyping hardware, coaching employees, defining an inspiring product vision, and managing development schedules. Check out my [GitHub profile](#) or [projects page](#) to see some things I've built.

EXPERIENCE

Head of Developer Relations

Render - Remote - July 2021 to July 2022

- Managed the launch of [Render's blog](#) and served as its editor-in-chief and first author
- Designed, built, and launched [Render's Heroku migration utility](#) allowing developers to more easily move their apps from Heroku to Render
- Presented at developer conferences and helped define event sponsorship strategy
- Supported, engaged with, and amplified [Render's community](#) of excited developers on Twitter, Reddit, LinkedIn, and more
- Sourced and managed content creation vendors

Director, Developer Relations

Heroku (Salesforce) - Remote - April 2016 to June 2021

- Shaped Developer Relations strategy, ensured team was executing toward strategic goals, and helped employees stay happy, healthy, and engaged with their work
- Spoke at developer conferences and supported conference sponsorships throughout the U.S. and Europe
- Designed, developed, and presented demo applications for product launches, including [Apache Kafka on Heroku](#) and [Automated Certificate Management](#)

Founder, Software and Hardware Engineer

ctrl industries - Seattle, WA - March 2015 to April 2016

- Founded B2B Internet of Things Hardware+SaaS business focused on bringing better technology to "analog" industries
- Architected and built [wireless sensor hardware prototype](#) and [SaaS technology platform](#)

Technical Product Manager

Simply Measured - Seattle, WA - July 2012 to August 2014

- Developed, planned, and directed launch of report management product for Simply Measured's analysts, making report creation process faster and more powerful while reducing defect rate; grew and managed six-person team including engineers and a junior product manager
- Managed four-person analyst team responsible for design and implementation of Simply Measured's product, 50+ customer-facing reports

Product Manager, Cloud Technologies

VivaKi Nerve Center - Seattle, WA - February 2008 to July 2012

- Created product vision, prototyped (Node.js, Ruby), and directed development of internal API to allow development groups to access and use managed AWS infrastructure
- Defined functionality and led development of data processing engine, processing ~1PB/week (Hadoop / AWS Elastic MapReduce)

Media Technology Specialist

Client Service Engineer

Avenue A | Razorfish - Seattle, WA - October 2005 to February 2008

- Managed feature development of online messaging, tracking, and reporting products

Strategy and Data Analyst

Microsoft - Redmond, WA - March 2004 to March 2005

- Assessed advertising and technology markets in 30 countries to determine the potential viability of MSN's business in those markets

EDUCATION, SKILLS, AND EXPERTISE

Colby College

Waterville, ME - August 1998 to May 2002

B.A., Economics and Mathematical Sciences with Computer Science concentration

Senior Paper: *Economic Consequences of Increased Internet Usage on Music Industry Sales*

Node.js, Ruby, Linux/Unix system administration, SQL, Git, Python, Product Management, Developer Relations, Amazon Web Services, Hardware Development, UX Design, Web Analytics, Data Visualization, ETL, Analytics

Cycle Coaching, Avalanche and Snow Science Education, Mountain Biking, Skiing, Motorcycles, Road Cycling, Running, Yoga