

# Chris Castle



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*I thrive on enabling others—whether that means helping my team shine while producing their best work, helping developers grow and learn, or helping my colleagues in marketing, product, and engineering stay true to the needs of developers.*

Want more? Here's a [blog post](#) with more detail and nuance than can be conveyed through a resume.

## EXPERIENCE

### Director, Developer Relations

**Heroku (Salesforce) - Remote - April 2016 to present**

- Designed, developed, and presented demo applications for product launches, including Apache Kafka on Heroku and Automated Certificate Management
- Advocated for developers by collecting and shared customer feedback internally from various sources: in-person, social media, forums, conferences
- Tested new products and features prior to launch in collaboration with Product and Engineering
- Represented Heroku at conference talks and sponsor booths both in-person and virtually at developer conferences throughout the U.S. and Europe
- Shaped Developer Relations strategy, ensured team was executing toward strategic goals, and helped employees stay happy, healthy, and engaged with their work
- Promoted frequently throughout four years from Individual Contributor to Lead to Director

### 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 multi-agency API to allow internal development groups to access and use our managed AWS infrastructure
- Defined functionality and led development of data processing engine, processing ~1PB/week (Hadoop / AWS Elastic MapReduce)
- Collected business requirements from 1,000+ users and defined product spec for centralized marketing data storage and provisioning system

### 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

Developer Relations, Software Development, Product Management, Hardware Development, UX Design, Web Analytics, Data Visualization, ETL, Analytics

Node.js, Ruby, HTML/CSS/JavaScript, Linux/Unix system administration, SQL, Git, Python, Amazon Web Services

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