

Delivering Music and Spoken Word at One of the World's Largest Tech Companies

Michael Scott Winslow

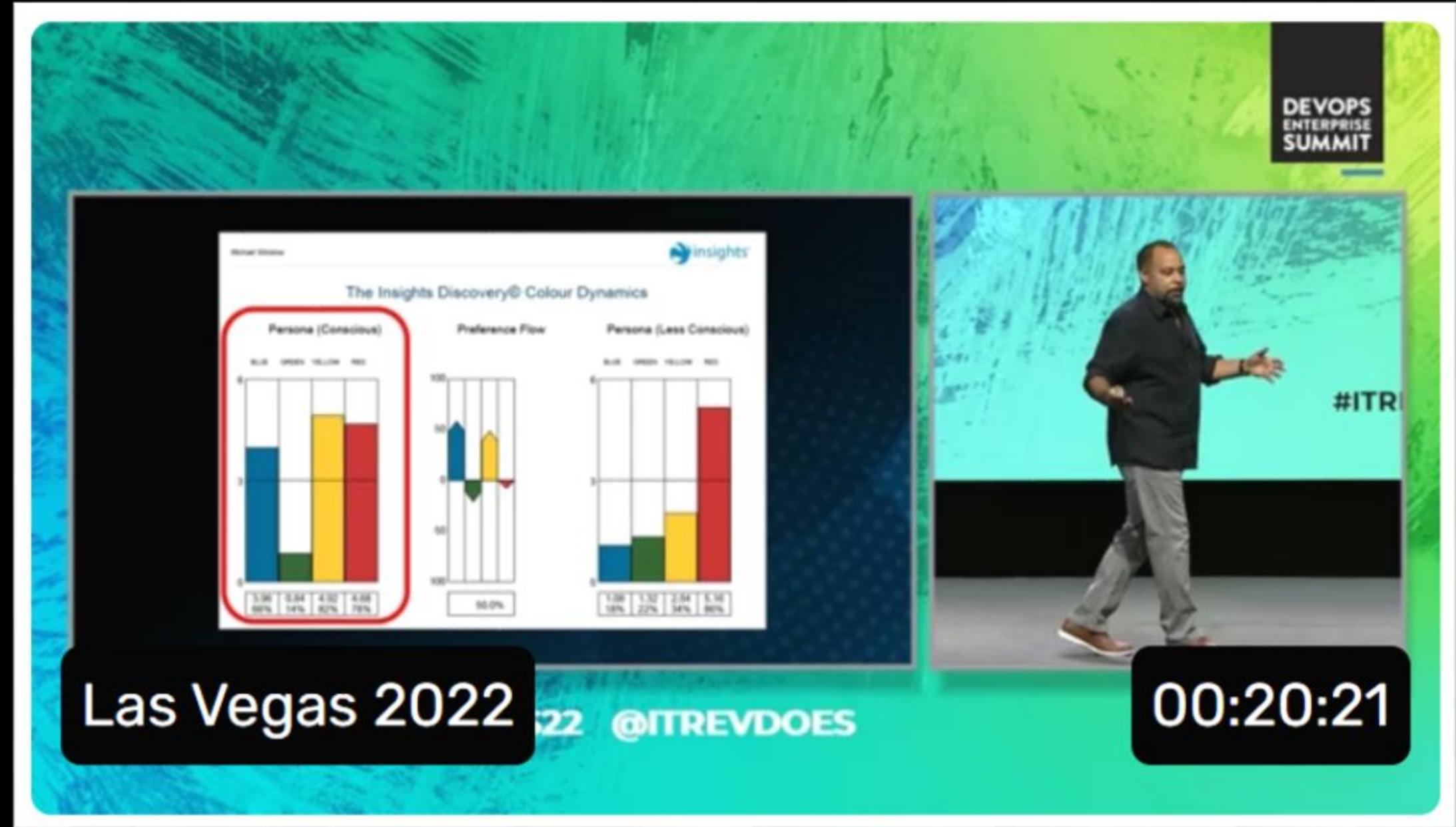
Head of Client Experiences Engineering (CXE)
Amazon Music

Enterprise Technology Leadership Summit 2025 | Las Vegas



Devops Enterprise Summit, Las Vegas 2022

Lessons Learned in Engineering Leadership



“Allow me to reintroduce myself!”

- Jay-Z





Amazon Music is more...

- Amazon Music Live
 - Thursday Night Football Series (3)
 - Concerts (Outsidelands, FujiRock)
 - Artist Relationships
- All-Audio: Music and Spoken Word
 - Integrated Audible
 - Amazon Music: Delivered – Year in Review
 - Maestro: AI-powered playlist





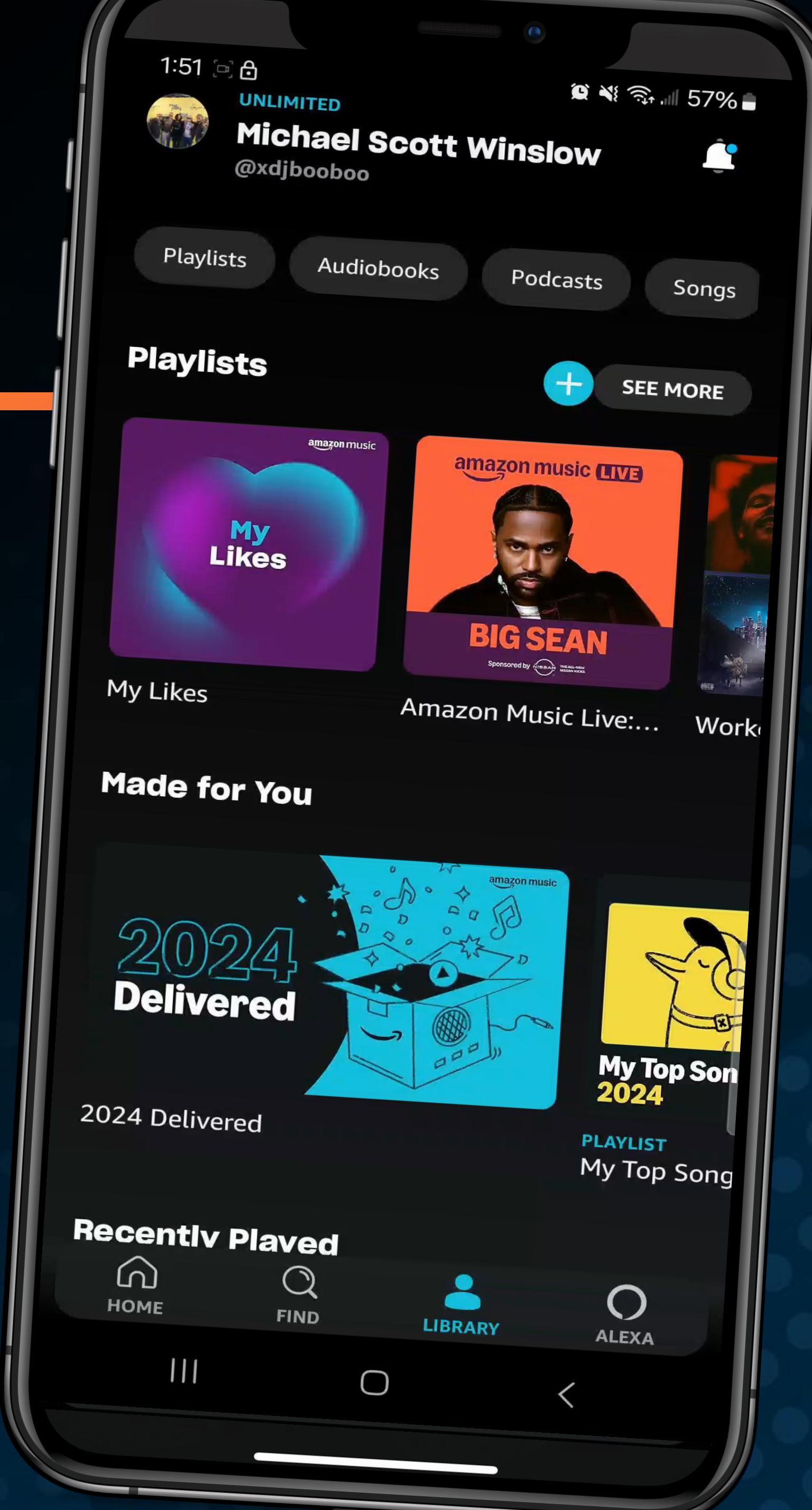
Audible is now included

Music, podcasts, and
audiobooks—all in one app.

Listen to one audiobook each month. Terms apply.

Amazon Music: Delivered

- Our year-in-review offering
- Launched for the first time in 2024
- It's all about “clean” data
 - Top Genres
 - Track (by date)
 - Track (overall)
- Start listening now for yours in 2025!



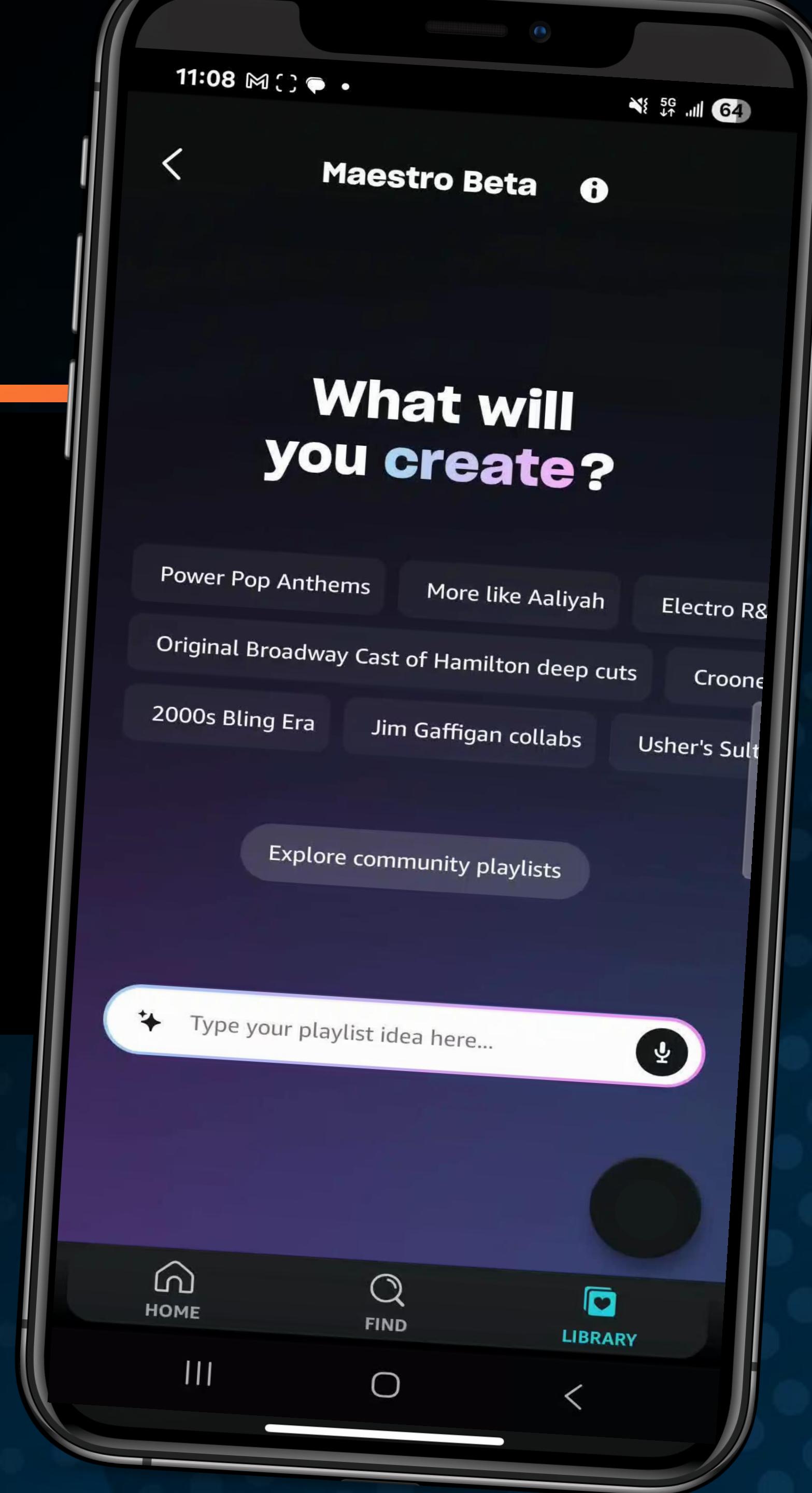
Maestro: AI in the App

- AI-powered playlist generator
- Personalization + Prompting

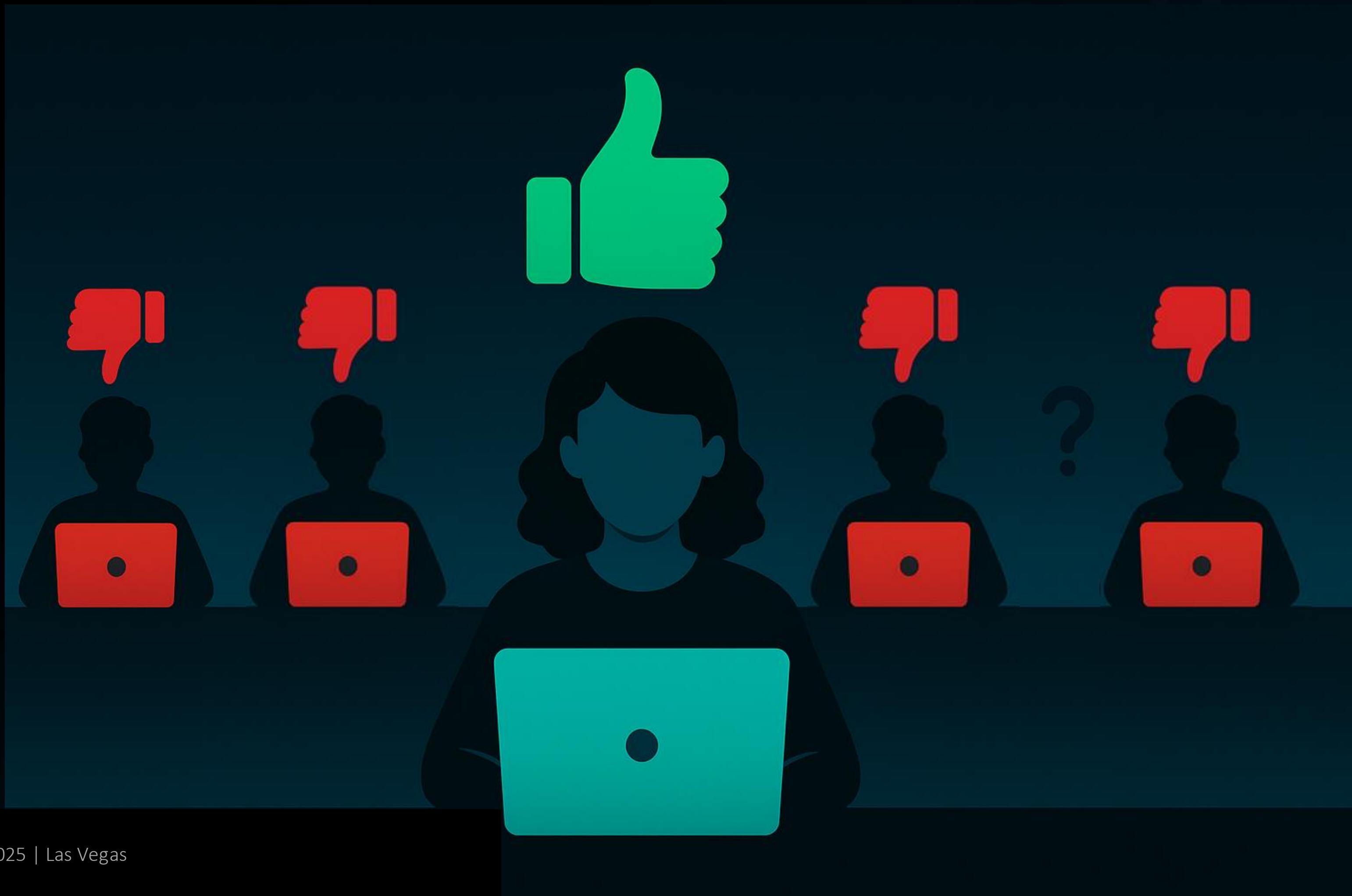
Tech Summit Motivators: High Hopes and Beyond



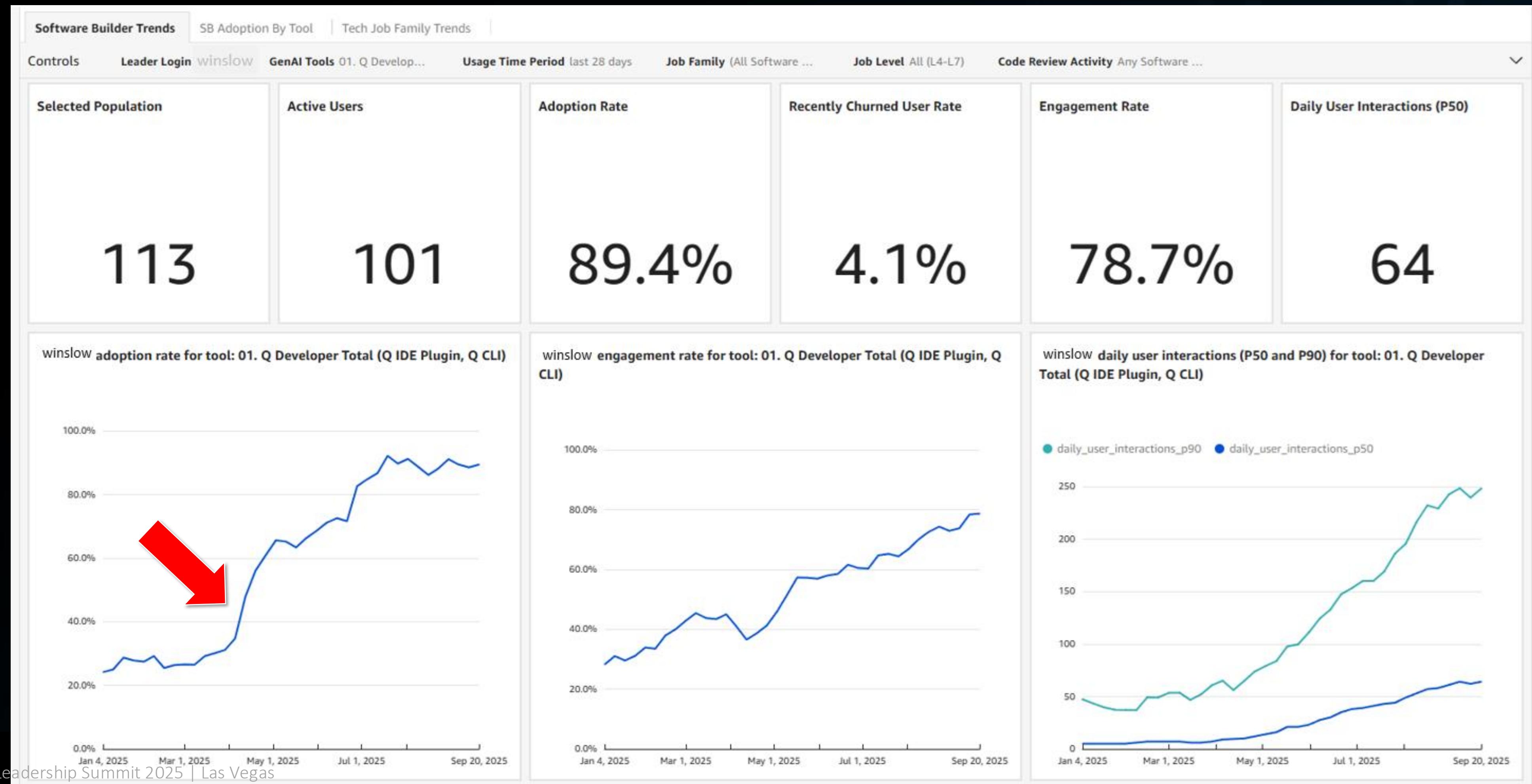
voice of
Margueritte



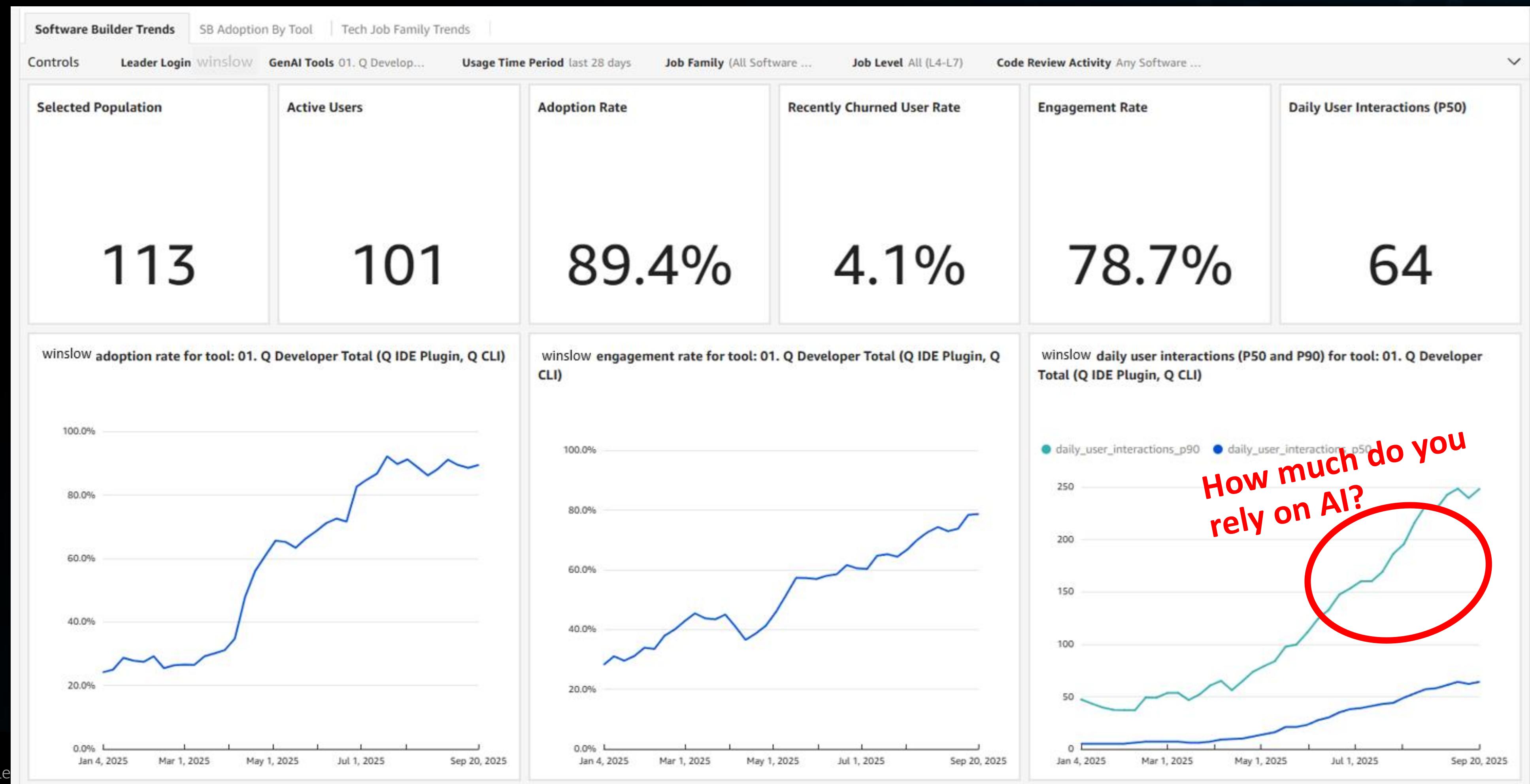
What About AI for our Engineers?



What About AI for our Engineers?



What About AI for Internal Engineers?



Is Adoption Enough?

Goodhart's Law:

“When a measure becomes the target, it ceases to be a good measure”

The Hawthorne Effect:

“Performance increases in individuals who are noticed, watched, and paid attention to”

Anecdote: GenAI for Code Reviews

The screenshot shows a Slack message thread from Friday, September 12th. It starts with a建工 (Build Engineer) message at 1:38 PM, followed by a reply from Michael Winslow at 1:52 PM, and another建工 message at 1:55 PM. A red arrow points from the建工 message at 1:38 PM to a large red box containing a testimonial from Michael Winslow. The testimonial discusses the positive improvements since adding AutoSDE and expresses surprise at the value found within a week.

Friday, September 12th

Build Engineer 1:38 PM
fyi!

Build Engineer
How have you seen the quality of the llm code reviewer we've included in CRs? Do you find it useful occasionally or largely ignore it? Do you prefer other options (AutoSDE)?
Thread in # Sep 12th | View message

Michael Winslow 1:52 PM
That's great response to the thread in a short amount of time. And pretty much reflects exactly what you mentioned. So do you think you will try AutoSDE?

Build Engineer 1:55 PM
Yea we'll try to get one of our release engineers to set it up next week!

I have been absolutely blown away with the positive improvements since adding AutoSDE. I've had multiple people reach out personally and several more on the previous thread about how its provided good al naively thought I would be telling you things in our 1:1, but I'm glad you asked this question to trigger me.

2 replies Last reply 3 days ago

- ITRev Community Post – Using GenAI for code reviews has been a game changer
- Engineer tells me that they waited days because reviewer was on PTO Spoke to Build Engineer about implementing GenAI code reviewer

Started seeing value within 1 week!

Problem

I want to upload a document that is fairly difficult for a person to understand without having proper background in the content. From this doc, I want you to create a story that acts as a single chapter in a series called: "The Tech Adventures of Brent and Maxine"

Details

1. Randomly introduce either Brent or Maxine facing the main problem extracted from the document. You should randomly choose ways to show they are frustrated about a problem.
2. Have the other character act as a subject matter expert, guiding them through the solution using the key technical concepts identified.
3. Include at least three moments where the frustrated engineer gains sudden understanding.
4. Ensure the dialogue and explanations are technical but accessible, reflecting their expertise as engineers.
5. If there are calculations, measurements, or compelling data in the analysis, work some of it into the story.
6. Somewhere in the middle of the story, inject a co-worker or 2. They can do one of the following: (1) attempt to ask Brent or Maxine for help with something, but then back off when they see how productive they are being (2) take notice of Brent and Maxine once again doing their problem solving thing like they always do. Make it clear that they are glad they are in the office to witness them work., or (3) start listening in or even joining the conversation because they also have a similar problem. Also make it clear that they were glad they were in the office to overhear and share knowledge.
7. If it seems like the document mentions anything that is needed from leadership, call it out in the story.
8. The story should take place in the same fictional universe as the book "The Phoenix Project".
9. Conclude the story with one person asking how the other knows so much about this. The reply should be the line: 'I learned all of that from reading this doc...'
10. Make the story engaging, educational, and reflective of the document's content while maintaining a narrative flow.

The Phoenix Project Continued...

- Create a
- Expert c
- Story mu
- Set in "P
- Include
- Add cow
- End with

1. Introduction

What do you do when you have an amazing team and you want to make them even better? The 1995 Chicago Bulls added Dennis Rodman. Well, our team at Comcast created Dennis BOT-man: An automated Chatops bot that helped us re-imagine how we support our internal engineering teams.

1.1. What is Chatops?

ChatOps is a collaboration model that connects people, tools, process, and automation into a transparent workflow (see Figure 1). With our Chatbot, Dennis Botman, we've taken an iterative approach to add functionality over time...our primary objective is to connect people with knowledge resources like frequently asked questions FAQs and how-to documentation

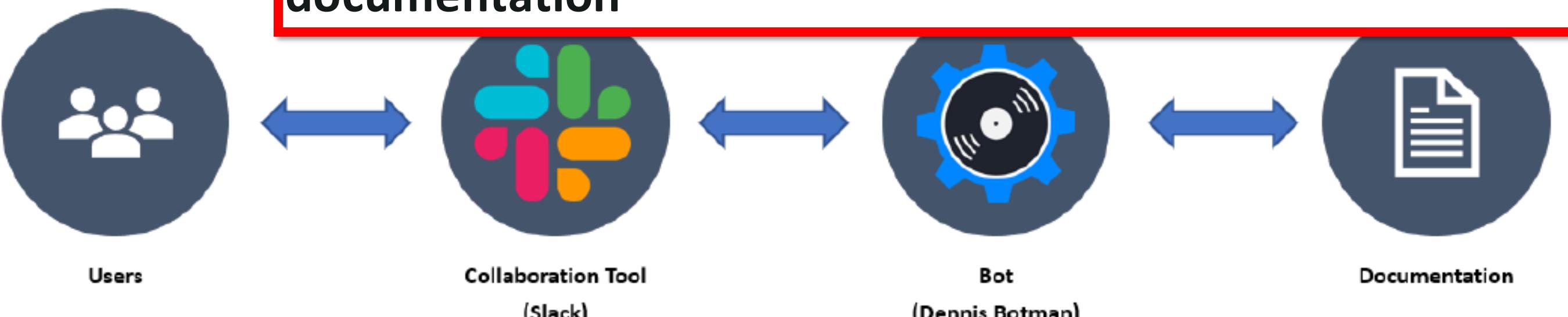


Figure 1 - Typical Chatops flow for Dennis Botman

1.2. Why do we need Chatops?

To understand why we needed this level of automation, it helps to know the scale of the application we support.

R Maxine
nical solution
interactions
possible
sharing

The Phoenix Project Continued...

The screenshot shows a web browser window with the URL <https://internal.partyrock.aws.dev/u/mswins/WH8ueXAjA/TechStories%253A-Bridging-the-Knowledge-Gap>. The page title is "TechStories: Bridging the Knowned...". The left sidebar of the PartyRock interface includes links for Home, Apps, Snapshots, Playlists, Create Images, Analyze Data, Whiskers, PartyRock Guide, What's new, and Roadmap. The main content area displays a story about Maxine and Brent discussing automation and leadership. A red box highlights a quote from Brent: "Speaking of leadership," Brent added, "this is exactly the kind of automation initiative that Steve Masters has been pushing for. Anything that makes IT more efficient and responsive is going to get attention." Below this, another red box highlights a continuation of the story: "As they wrapped up their impromptu planning session, Maxine looked at Brent with newfound respect. 'How do you know so much about ChatOps and automated support systems? This is incredibly detailed knowledge.' Brent smiled and pulled up a document on his screen. 'I learned all of that from reading this doc...'" At the bottom, a red box contains the text "...our primary objective is to connect people with knowledge resources like frequently asked questions FAQs and how-to documentation". A red arrow points from the end of Brent's quote in the story to the start of the highlighted text at the bottom.

PartyRock

Home

Apps

Snapshots

Playlists

Create Images

Analyze Data

Whiskers

PartyRock Guide

What's new

Roadmap

TechStories: Bridging the Knowned... i Snapshot Remix Share Edit

Maxine was already mentally architected the solution. We'd need leadership buy-in for the initial development time, but the business case is solid. Reduced support overhead, improved user experience, better knowledge management..."

"Speaking of leadership," Brent added, "this is exactly the kind of automation initiative that Steve Masters has been pushing for. Anything that makes IT more efficient and responsive is going to get attention."

As they wrapped up their impromptu planning session, Maxine looked at Brent with newfound respect. "How do you know so much about ChatOps and automated support systems? This is incredibly detailed knowledge."

Brent smiled and pulled up a document on his screen. "I learned all of that from reading this doc..."

Three months later, "Dennis Botman" (named after their colleague Dennis, much to his chagrin) was handling 38% of DNS support requests with a 78% success rate, giving Maxine's team back the time they needed to focus on innovation rather than repetitive support tasks.

Generated Story

Your 'Tech Adventures of Brent and Maxine'

...our primary objective is to connect people with knowledge resources like frequently asked questions FAQs and how-to documentation

Ctrl + Enter to replay

Enterprise Technology Leadership Summit 2025 | Las Vegas

amazon music

Create a Library / Share Your Apps

The screenshot shows a web browser window with the URL <https://internal.partyrock.aws.dev/u/mswins/bwL-L0Fqk/SlackFlow-Mapper/snapshot/oEVH55UIa>. The interface is a dashboard for the 'SlackFlow Mapper' application within the 'PartyRock' platform.

Left Sidebar (PartyRock):

- Home
- Apps
- Snapshots
- Playlists
- Create Images
- Analyze Data
- Whiskers
- PartyRock Guide

Main Content Area:

Header: SlackFlow Mapper | VSM Analysis Chat | Snapshot | Remix | Share | Latest version

Section Headers:

- Week of July 20-26, 2025**
- Impact Score: 6/10**
- Date Symbol Activity**
- State**

Data Table:

Date	Symbol	Activity	State
Jul 21	⚡	latency event instrumentation fix merged	Value-Add
Jul 22	⏳	team offline image improvements delayed	Waste
Jul 23	🔧	International latency goal data analysis	Non-Value-Add
Jul 24	⚡	improvement workstreams identified	Value-Add
Jul 25	⏳	timeline clarification blocked by [REDACTED] team	Waste
Jul 26	🔧	Image loading DOJO planning and resource allocation	Non-Value-Add

Text Summary:

Week Summary: Mixed value creation with 33% value-add activities and 33% waste. The [REDACTED] team's delayed response on Project [REDACTED] created unnecessary waiting, while [REDACTED] team coordination issues slowed offline improvements. Despite good technical progress on [REDACTED] fixes and [REDACTED] analysis, coordination overhead reduced overall impact.

Footer:

→ Ask questions about the value stream map... |

Enterprise | Backstage | MeetingMemo (4 views) | DocInquire | DocuCompare | Amazon Music

**“The world is changed
by your example,
not by your opinion.”**

- Paul Coelho

What Do I Need From You?

- Create a Playlist (using Amazon Music Maestro)
- Share your playlist with me
- Send me your feedback => [in @michaelswinslow](#)

