HECTOR NORZAGARAY

Community-Focused Product Manager | Developer Advocacy & Engagement | Responsible AI

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PROFESSIONAL SUMMARY

Developer-centric Product Manager and Community Advocate with 7+ years of experience building secure, scalable, and inclusive developer tools and fostering vibrant technical communities within the Azure ecosystem. Proven ability in launching developer-focused products (SDKs), driving cross-functional community initiatives, program managing developer engagement strategies, and embedding trust principles (compliance, accessibility, privacy, security, and Responsible AI) into the developer experience. Passionate about enabling developer success and scaling community engagement, demonstrated by significantly growing viewership and interaction through hosting the Azure Developer SDK Standup on YouTube and Twitch. Eager to leverage this expertise to build and scale AWS developer communities in North America.

EXPERIENCE

Microsoft – Product Manager II, Azure SDK
Sep 2024 – Present

• Key Achievement: Initiated and led the creation of the Azure Developer SDK Standup, a recurring live stream series that became a cornerstone for developer engagement, transparent communication, and community feedback.
• Launched the Azure AI Search SDK, translating direct developer feedback and community needs into product strategy to ensure alignment with customer needs, business goals, and enhanced developer adoption.
• Led cross-functional teams (engineering, design, marketing) to deliver high-quality SDKs, driving community-centric launch campaigns and developing educational content to support developer onboarding and success.
• Championed trust initiatives across TypeSpec and engineering systems, embedding Responsible AI and accessibility principles to build developer trust and foster an inclusive community experience.
• Hosted and scaled the Azure Developer SDK Standup via live streams on YouTube and Twitch, significantly increasing community engagement, fostering two-way communication, and providing transparency to a global developer audience.

Microsoft – Product Manager, Azure SDK
Feb 2022 – Sep 2024

• Spearheaded development of JavaScript/TypeScript SDKs and Azure AI Search SDK, improving developer adoption through targeted community outreach, clear documentation, and best practice sharing.
• Conducted extensive market/user research within the developer community to inform roadmap and feature prioritization, ensuring product development directly addressed developer pain points and needs.
• Actively advocated for Responsible AI and accessibility best practices across developer tools, presenting findings and recommendations to internal teams and external developer forums.
• Built and nurtured community trust through regular product updates, transparent communication, and proactive sharing of best practices via Azure Developers Channel on YouTube and Twitch and on the Azure Developers blog for the Azure SDK blog.

Microsoft – Technical Program Management Apprentice
Aug 2021 – Feb 2022

• Supported strategic initiatives in Azure SDK and Cognitive Services, contributing to the successful delivery of developer-focused products and tools.
• Gained deep understanding of Microsoft's tech stack and program management practices, applying these to enhance developer experiences and streamline feedback loops.

Stova – Technical Project Manager
Jun 2019 – Aug 2020

• Delivered 4+ web applications for global events, managing agile workflows and aligning diverse stakeholder expectations, a key skill for community program management.
• Launched a sales tool as both PM and UX/UI designer, improving sales efficiency and enhancing user satisfaction through a user-centric design approach.

Freelance – Technical Product Manager / Full-Stack Developer / UX Designer
Sep 2017 – Aug 2021

• Led end-to-end development of a full-stack application (React, Node.js), demonstrating hands-on expertise in the developer lifecycle crucial for engaging technical communities.
• Conducted user research and implemented community feedback loops to drive product success and ensure developer needs were central to development.

Code Fellows – Teaching Assistant
Oct 2018 – Jun 2019

• Taught JavaScript fundamentals to career-switchers, fostering inclusive learning environments and enabling aspiring developers to acquire new technical skills.

NWA – Sr. Pension Estimator
Oct 2007- Dec 2015

• Demonstrated leadership and communication skills managing a team of 7 during high-impact projects.

LEADERSHIP & COMMUNITY

• Azure Developer SDK Standup Host: Owned and scaled this weekly live show on YouTube and Twitch, building transparency, trust, and a direct feedback channel with global developer audiences. Innovated program segments to increase engagement and address community needs.

• Azure SDK Monthly Release Blog Author: Authored and published monthly technical blog posts detailing the latest Azure SDK releases, ensuring the developer community remained informed of new features, improvements, and best practices.

• Mentor, NFL Cares & Microsoft Leap Apprenticeship Program: Served as a mentor for program cohorts, guiding participants on PM careers and successful transitions into the tech industry.

• Aspire Leadership Council Member: Mentored early-career professionals and led inclusion initiatives, fostering a supportive community within Microsoft.

SKILLS

• Community Management & Strategy: Developer Advocacy, Community Engagement, Program Management, Strategic Planning, Content Creation (Blogs, Live Streams), Public Speaking, Event Facilitation, Metrics & Reporting

• Developer Ecosystems: SDK Development Lifecycle, Developer Tools, User Research, Feedback Analysis, Technical Documentation, Developer Education, Responsible AI, Accessibility

• Leadership & Collaboration: Cross-Functional Team Leadership, Stakeholder Management, Mentorship, Inclusive Communication