



JOHN

Age: 30

Location: Austin, TX

Occupation: Sr. DevOps Engineer

Level: Senior I

"I found a welcoming community and a group of thoughtful individuals sharing their and ideas with a group of like-minded peers."

DESCRIPTION

John is a Sr. DevOps Engineer. He works for a large IT consulting firm that is based in Dallas but works remote from Austin. This is his second time attending DevOpsDays Austin and he occasionally attends Cloud Austin and Kubernetes Austin meetups.

INCOME LEVEL

\$150k USD yearly

EDUCATION

Bachelor's in Engineering

COMMUNICATION PREFERENCES

- Async friendly tools
- Avoids long meetings

PERSONAL CHARACTERISTICS

- Introvert
- Busy
- Curious

GOALS FOR ATTENDING

- Learn about GitOps, platform engineering
- Attend technical, hands-on workshops

PAIN POINTS

- Worried about industry layoffs
- Burned out from on-call load
- Feels siloed working remotely

HOBBIES AND INTERESTS

- Playing video games
- Running
- Listening to music

MOTIVATIONS

- Career growth
- Likes learning new tools
- May want to speak in the future

SOCIAL MEDIA PLATFORMS

- LinkedIn
- YouTube
- Reddit
- TikTok



RICHARD

Age: 44

Location: Austin, TX

Occupation: Manager

Level: Mid-level

"Woofit helped me ensure daily walks and meet my dog's exercise needs."

DESCRIPTION

Richard is an engineering manager who works for a large Cybersecurity company based in Austin, TX. He's married with two small children.

INCOME LEVEL

\$180k USD yearly + bonuses

EDUCATION

Bachelor's in Computer Science with a Master's in Business Administration

PERSONAL CHARACTERISTICS

- Extrovert
- Busy
- Competitive

GOALS FOR ATTENDING

- Wants to hire a new DevOps engineer
- Vendor evaluation
- Connect with other engineering leaders in cybersecurity

PAIN POINTS

- Vendor overload: difficult to separate hype from actual ROI
- Finding reliable local talent

MOTIVATIONS

- Enjoys solving org-level tech
- Wants to mentor the next wave of leaders

HOBBIES AND INTERESTS

- Golf
- Skiing
- Reading
- Traveling

COMMUNICATION PREFERENCES

- Prefers concise emails and slack messages
- Wants intros on LinkedIn via mutual connections

SOCIAL MEDIA PLATFORMS

- LinkedIn
- Reddit
- YouTube