GENERAL USE

Docs, Demos, and DevRel: The Other Side of Tech

The Diana Initiative

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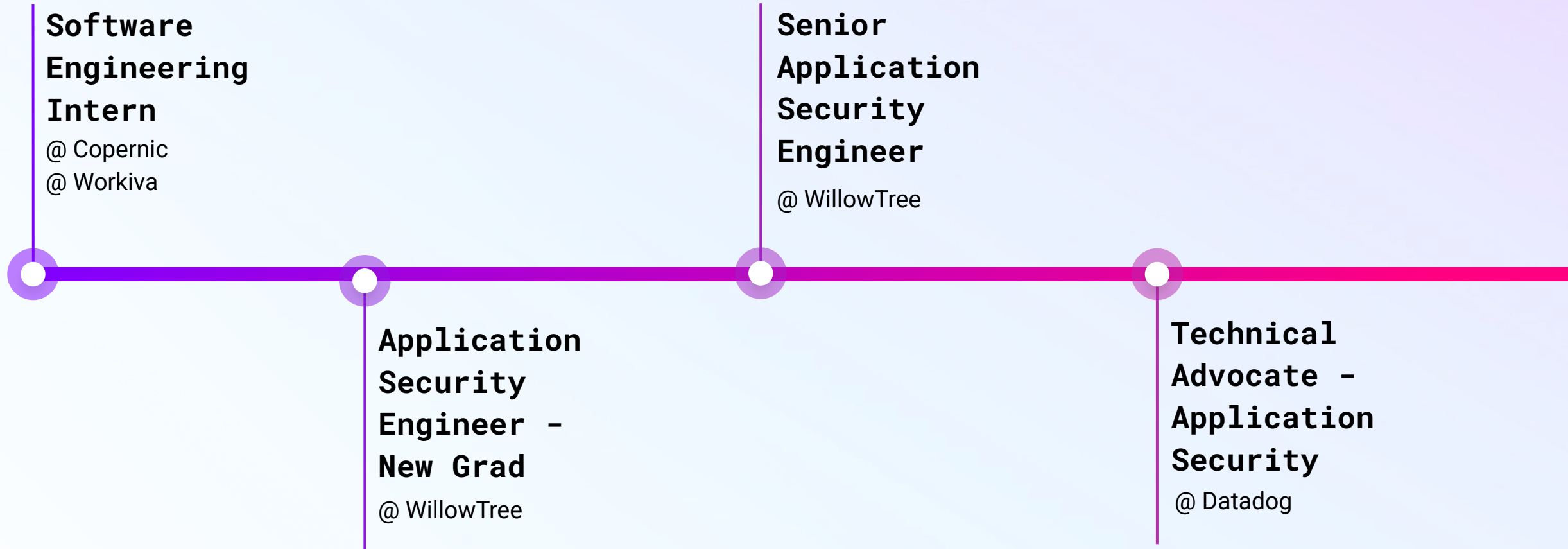
Traditional Path

Intern → **Entry Level Individual Contributor** → **Senior Level Individual Contributor** →

Management → **Executive**

Staff Level Individual Contributor
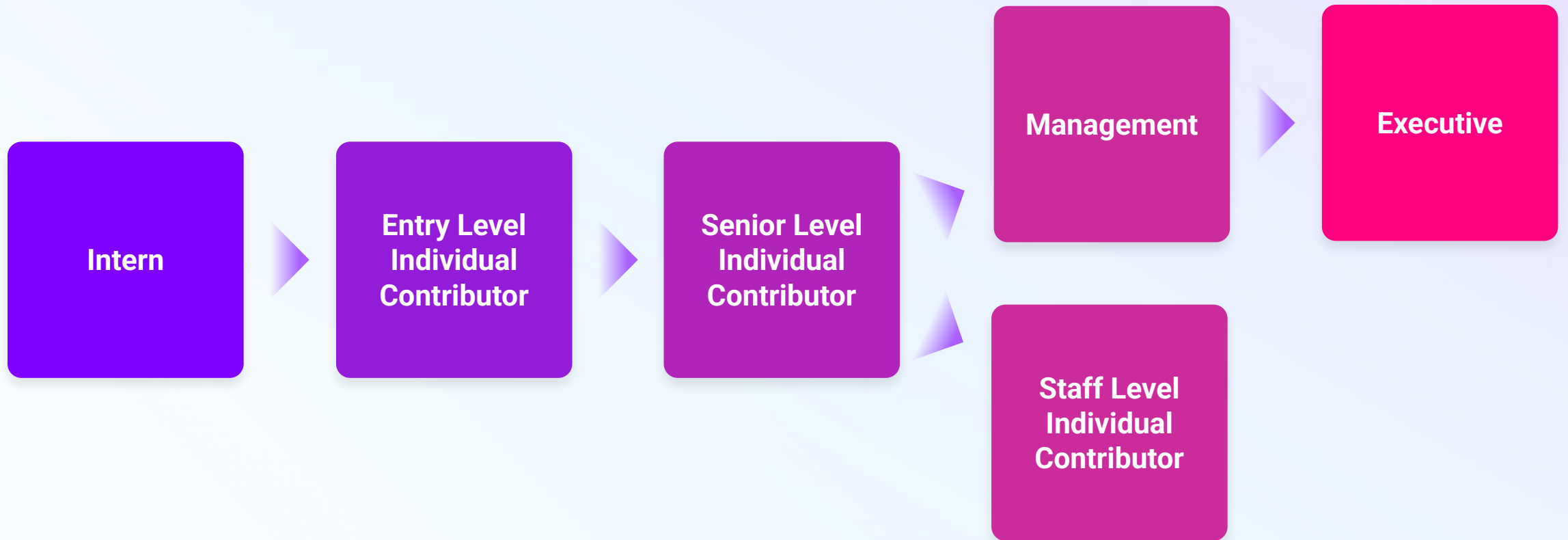
Why does it have to be a linear career path?

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Kennedy Toomey

Application Security Researcher & Advocate @ Datadog

My Career Path

Software Engineering Intern

@ Copernic
@ Workiva

Senior Application Security Engineer

@ WillowTree

Application Security Engineer - New Grad

@ WillowTree

Technical Advocate - Application Security

@ Datadog

What even is an Advocate?
(but seriously??)

Advocate/Developer Relations (DevRel)

Engage with the community

Bridge between users and product teams

Conduct and publish research

Technical Curriculum Development

Build labs and workshops

Empower internal teams and customers

Lead trainings

Technical Writing

Create content for product blogs

Write detailed documentation

These are all highly technical roles!

Why these roles matter

Clear communication is critical in security

Teaching security practices and concepts has real impact

Influence product and policy

Making the leap

Skills to build

Writing

- Create a blog
- Write posts for professional social media

Public Speaking

- Speak at a conference or local meetup
- Create youtube videos

Teaching

- Mentor a friend or colleague
- Create and teach a workshop for a local kids in tech group or club

Research

- Deep dive into something of interest
- Create or contribute to an open source tool

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Who actually has time for side projects?

(I know I don't!)

Use your current role to your advantage!

Questions?

Kennedy Toomey

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