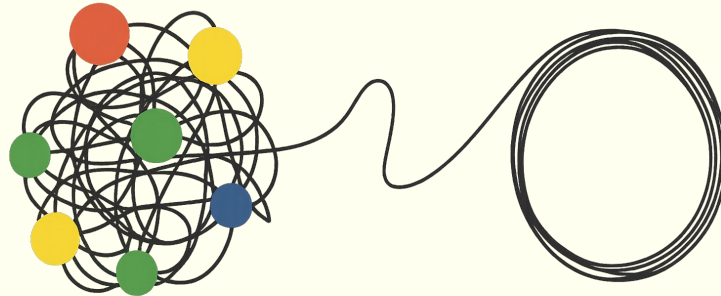


July 17, 2025

Untangling DevRel

Using Network Graphs to Tell a Story

Kourtney Meiss
(she/her)



About Me

2

- Massachusetts > South Carolina > Texas
- Developer Advocacy at Box > TraceLink > Amazon
- 2nd DevRelCon
- Avid reader
- 50+ houseplants



Summary

- Background
- Existing models
- The gap
- My model
- Network graphs
- Uses
- Next steps

Core Question

What would a company need to think about as early as possible to set DevRel up for success later on?

“Begin with the end in mind” - Stephen Covey

Background

5

11TH DEVREL SURVEY REPORT

ABOUT

PEOPLE

SALARIES

COMPANIES

PROGRAMS

STRATEGIES

AI & DEVREL

THE PRACTICE

SURVEY SENTIMENT

ADMINISTERED BY



HIGHLIGHTS 🏆

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11TH ANNUAL SURVEY REPORT

State of DevRel Report 2024



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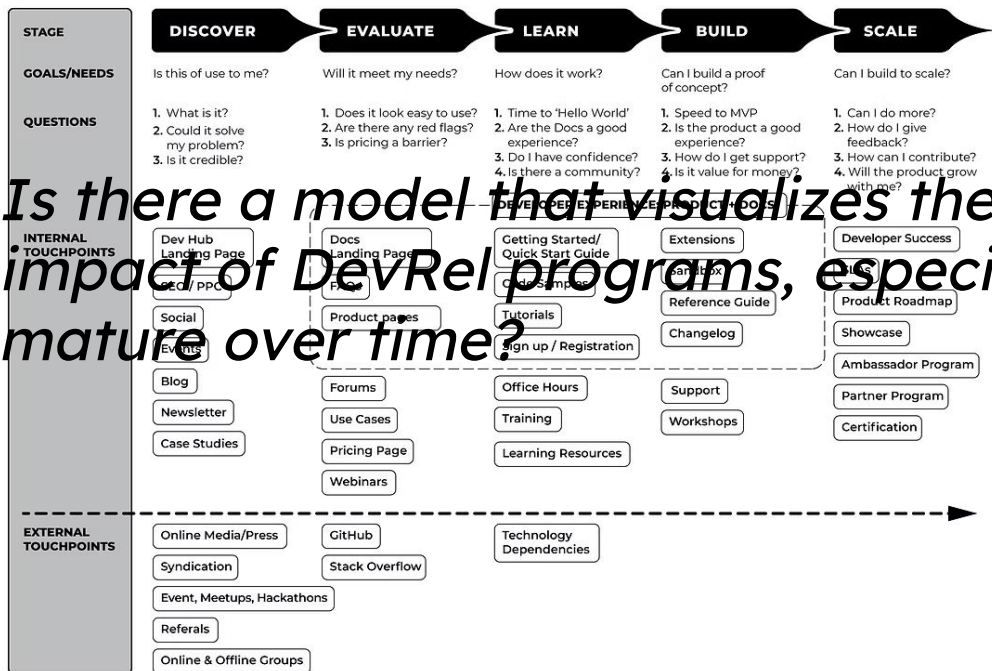
APIMATIC



Existing Models

6

Developer Journey Map



Is there a model that visualizes the internal structure and impact of DevRel programs, especially as they grow and mature over time?

Existing Models

7

Support Your Developers' Journeys, no Matter Where They're Headed!



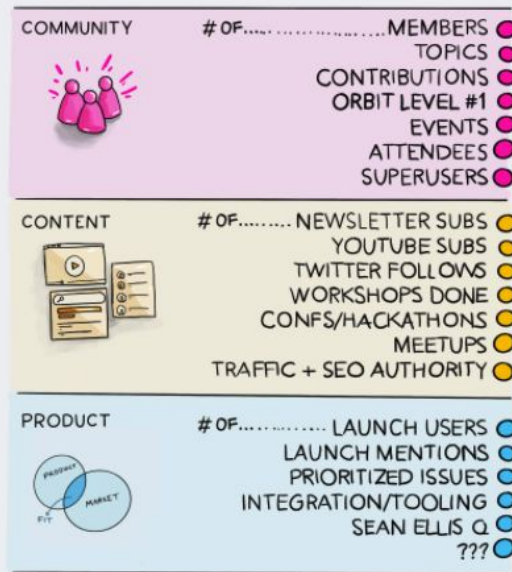
We can help your developers reach their destinations faster.
Book a meeting to get started: www.devrel.agency/dxaudits

Existing Models

8

DRIVERS OF DEVREL

These are your leading indicators. You have more control here, but these metrics are less meaningful



YOUR NORTH STAR

MAD is a lagging indicator. It's the most meaningful, but you have the least control.



Source: Shawn Wang @swyx

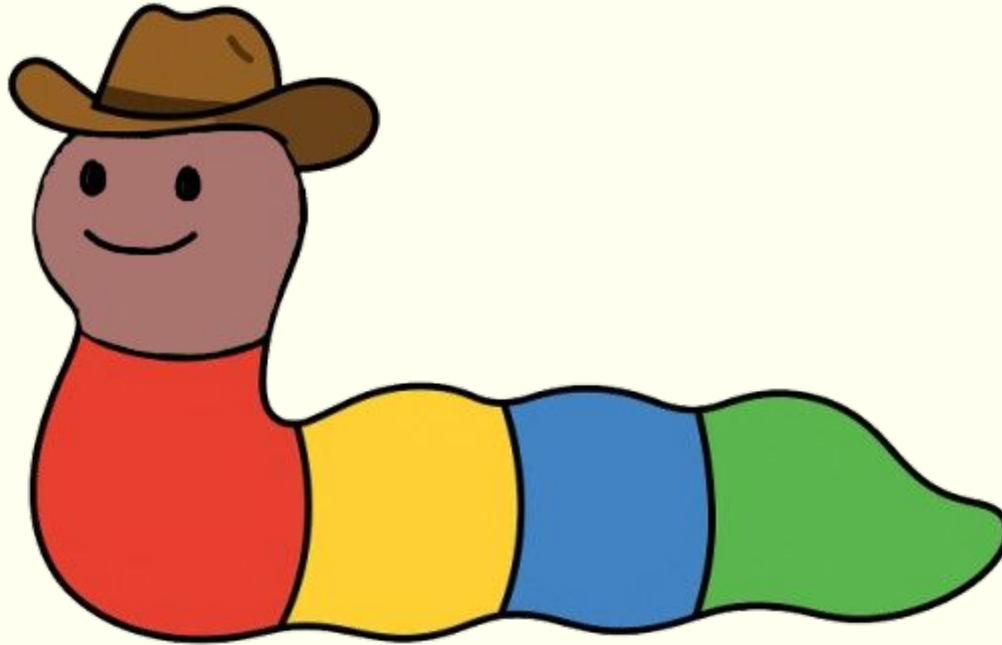
ART @ARTHURWUHO

The Gap

- Internal functions
- Cross-functional collaboration
- Dependencies
- Foundational choices
- Maturity over time
- Team ownership
- Non-linear, but interconnected

WORM Model

10



Workstreams
Ownership
Relationships
Maturity

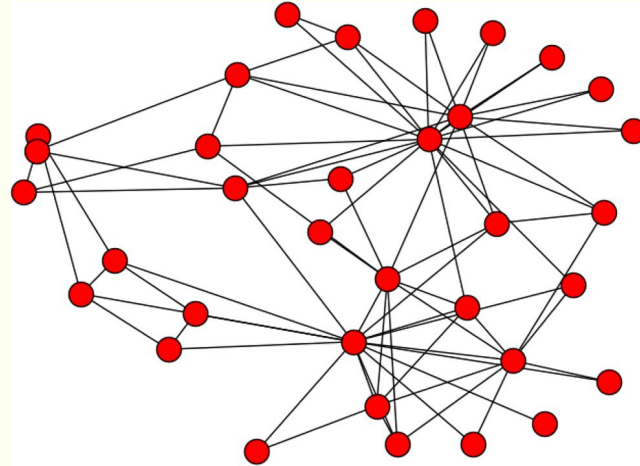
Network Graphs

11

MIND MAP

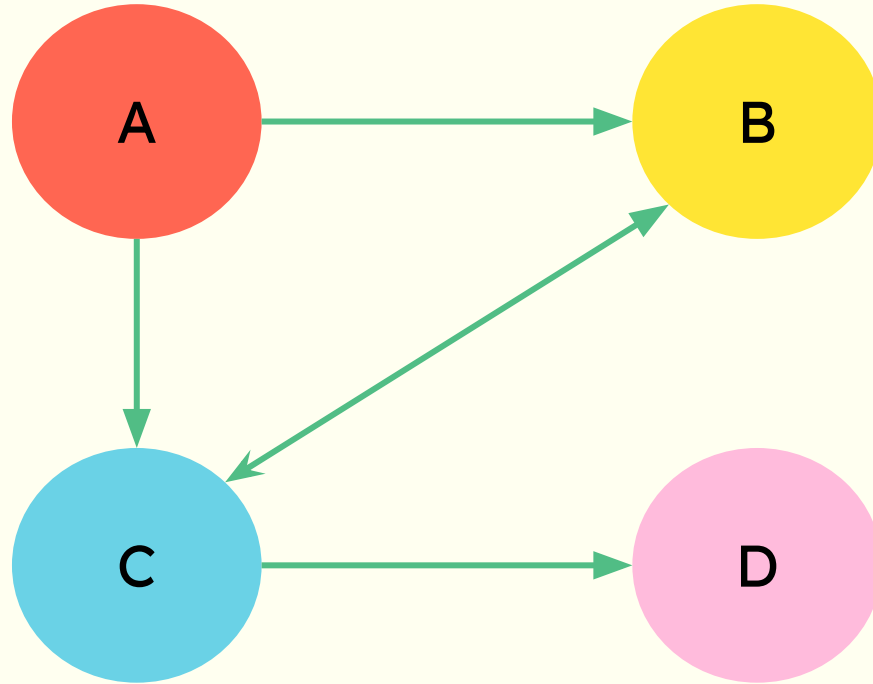


Network Graph



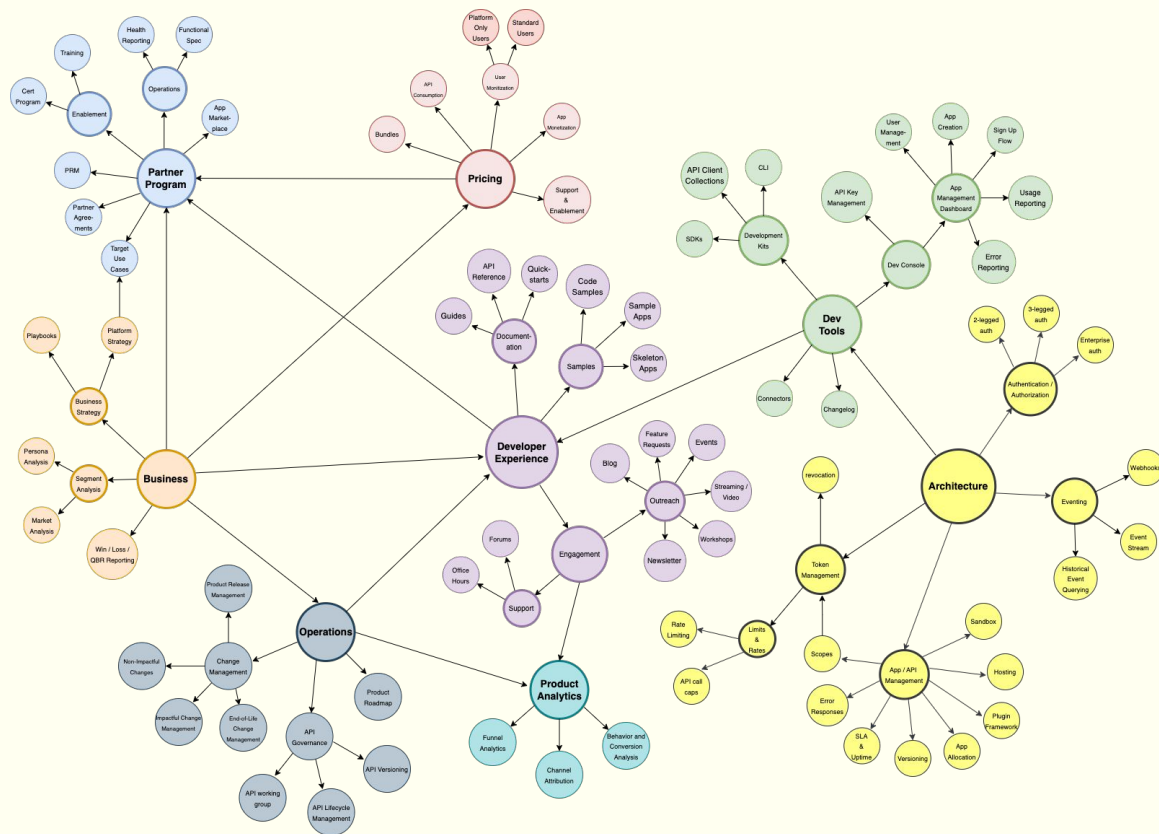
Network Graphs

12



Uses - Segment Overview

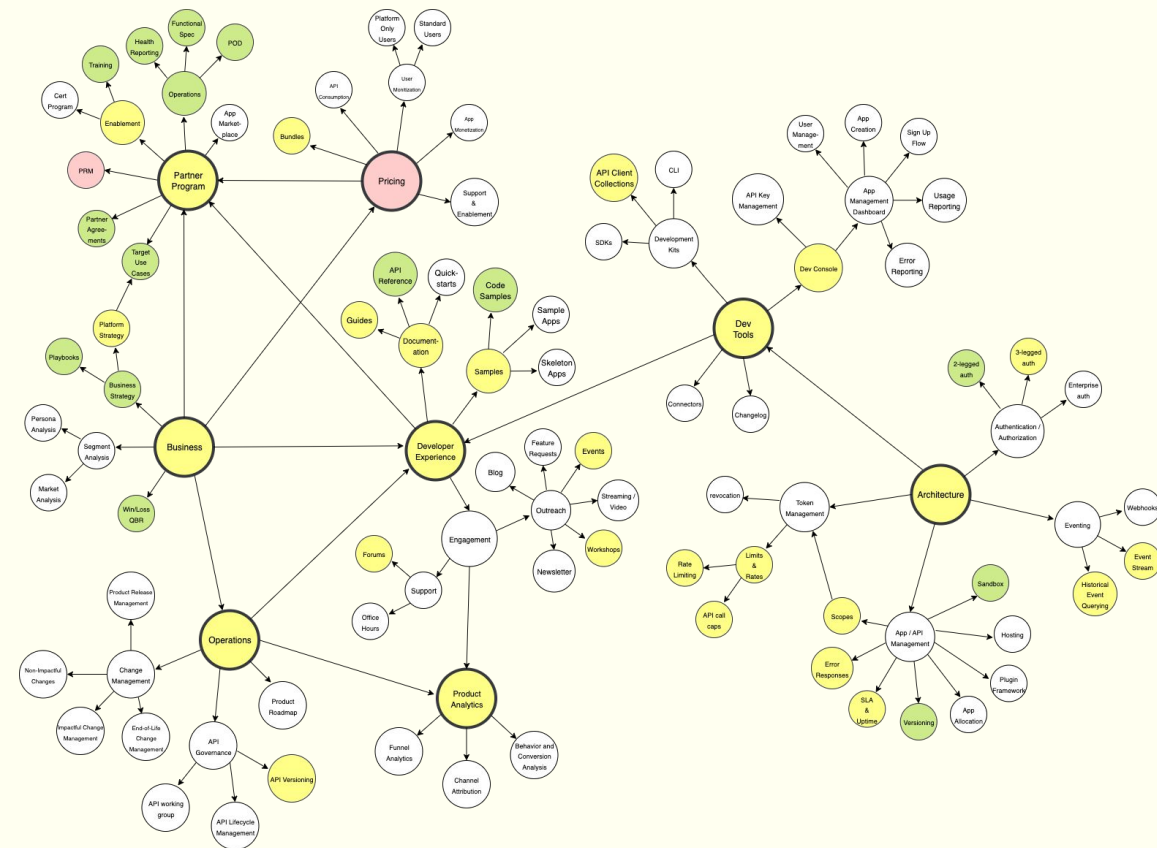
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- Partner Program
- Business
- Operations
- Product Analytics
- Dev Experience
- Pricing
- Dev Tools
- Architecture

Uses - Health/Status

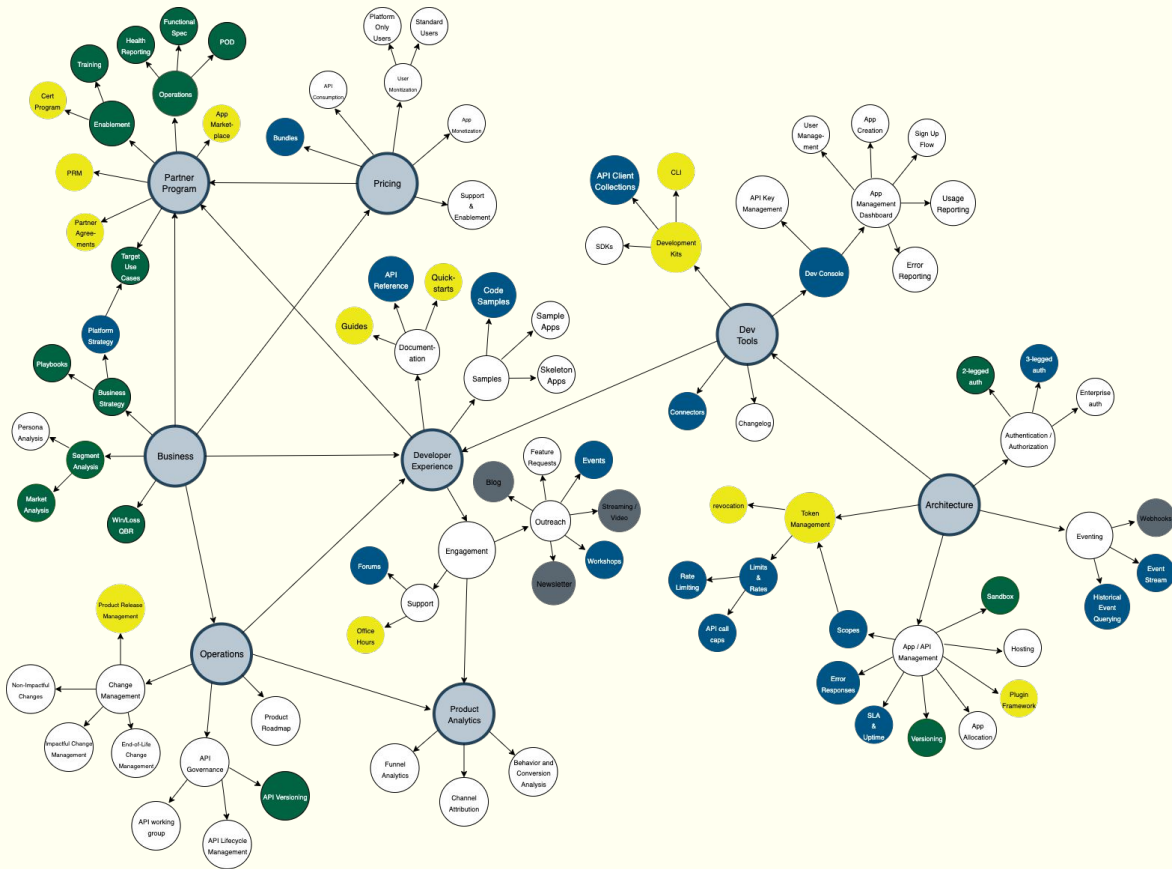
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-  In Progress
-  Released/Stable
-  Blocked/
Needs Attention

Uses - Planning & Maturity

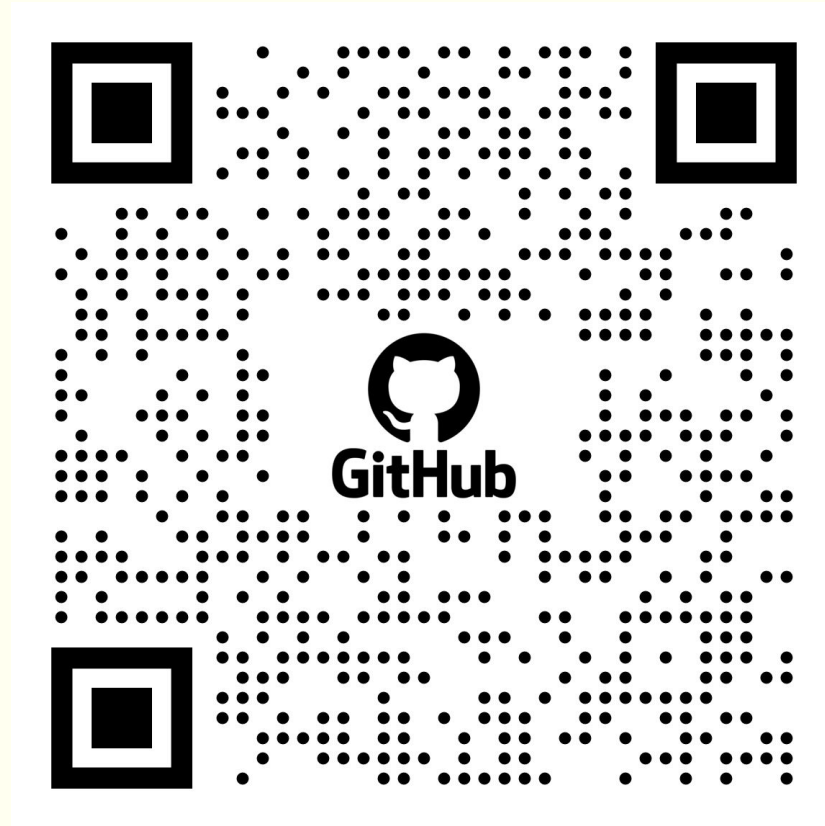
15



 This Quarter
 Completed
 2025 Target
 Not targeting

GitHub

16



Acknowledgements & Next Steps

- Thank you Jonathan LeBlanc & Chris Traganos
- Deep dive on each cluster
- Showcase different types of programs
- Let's connect on LinkedIn (Kourtney Meiss)