

Matthew Makai



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Primary Capabilities

Developer Marketing & Sales

- > Developer product adoption
- > Technical content
- > Product-led growth
- > Developer evangelism
- > Developer-led sales strategy

Remote Team Management

- > Results-oriented work cultures
- > Globally-distributed operations
- > Polyglot development teams

Software Development

- > Python (primary)
 - > JavaScript (secondary)
- (yes, I still code so that I can recruit and hire the best developers for my organization)

Work

Twilio | Washington, D.C. & San Francisco, CA | Jan 2014 - Present | [twilio.com](https://www.twilio.com)

Current: **Senior Director, Builder Content**.

Promoted from **Director, Developer Content** in 2022.

Promoted from **Senior Manager, Developer Voices** in 2020.

Promoted from **Manager, Developer Evangelism** in 2018.

Promoted from **Developer Evangelist** in 2015.

Lead an organization of 25 responsible for traffic and self-service growth including signups, API calls and product spend metrics that drive our developer-led sales motion. Learn more: <https://bit.ly/plg-growth>

Ubiquity Ventures | San Francisco, CA | Jul 2017 - Present | [ubiquity.vc](https://www.ubiquity.vc)

Extended Team Member.

Ubiquity Ventures is a seed-stage venture capital firm investing in software in the real world. We take an "early and nerdy" approach to investing in smart hardware and machine intelligence applications.

AssemblyAI | San Francisco Bay Area | 2017 - Present | [assemblyai.com](https://www.assemblyai.com)

Hunter2 | San Francisco Bay Area | 2017 - Jan 2020 (exited, sold to Veracode)

Esper | San Francisco Bay Area | 2019 - Present | [esper.com](https://www.esper.com)

Developer Relations and Go-to-Market Strategy Advisor.

Working with several early-stage companies on developer product adoption strategy and growth tactics.

Excella Consulting | Washington, D.C. | Sept 2010 - Nov 2013 | [excella.com](https://www.excella.com)

Managing Consultant and **Python Practice Lead**. Promoted from **Senior Consultant**.

Created and ran Excella's Python practice, about \$2 million/year in revenue (15 consultants). Developed, performed code reviews and mentored newer programmers. Brought in five new major clients.

Sapient | Arlington, VA | Dec 2009 - Sept 2010 | [sapient.com](https://www.sapient.com)

Senior Associate Software Developer.

Led a team of Java developers to implement a cleared forensic evidence tracking system for the FBI's Operational Technology Division based in Arlington and Quantico, Virginia.

Booz Allen Hamilton | Charlottesville, VA | Jul 2007 - Dec 2009 | [boozallen.com](https://www.boozallen.com)

Senior Consultant.

Developed Java-based biometrics applications for the Department of Defense to transform millions of records from upstream collection systems into structured entities that could be searched and modified.

Freddie Mac | Tyson's Corner, VA | May-Aug 2004, Jun 2005 - Jul 2007 | [freddiemac.com](https://www.freddiemac.com)

Programmer Analyst. Promoted from **Programmer Analyst Associate**. Previously **Intern** in 2004.

Designed and developed multiple internal enterprise accounting applications that directly reduced the number of days required to complete Freddie Mac's external financial reporting process.

Known For

Full Stack Python | www.fullstackpython.com

An open source book, read by over 250,000 developers each month, that teaches readers how to build, deploy and operate Python-powered applications by explaining technical concepts in plain language and providing the best additional resources that have been created by the Python community.

Coding Across America | www.codingacrossamerica.com

A self-driven project where I met with software developers and tech startups in 30 cities while road tripping 13,690 miles in 5 months. Spoke at tech events and coded remotely for consulting clients while on the road.

Python for Entrepreneurs. Introduction to Ansible. | Talk Python to Me

Video courses: bit.ly/python-entrepreneurs and bit.ly/intro-ansible.

Education

University of Virginia M.S. Management of Information Technology 2010

Virginia Tech M.S. Computer Science and Applications 2008

James Madison University B.S. Computer Science 2005

Source code for this resume:
bit.ly/matt-makai-resume-src