

MATT STRATTON

5826 Prince Court, Lisle, IL 60532 · 312-361-7611

matt.stratton@gmail.com · linkedin.com/in/mattstratton/

Passionate builder of developer communities. Proven ability to manage relationships and collaborate with multi-disciplinary teams to leverage technology to build practical business solutions. Growth agent in community-driven conferences and developer experiences.

HIGHLIGHTS

- Defined success metrics and playbooks for community engagement at Pulumi, transforming the team from activity focused to outcome oriented.
- Built the Developer Advocacy group at PagerDuty from a single practitioner focused on outward evangelism into an operationalized team with multiple measurable levers directly connected to revenue and pipeline.
- Created new Proof of Value experience to replace previous Proof of Concept at Chef Software to give prospective customers the actual experience of using the product and solution, which increased effectiveness and efficiency of the pre-sales motion.
- Introduced DevOps concepts and patterns at Apartments.com early in the DevOps movement, crossing disciplines including software engineering, operations, product, and testing to rethink, retool, and retrain for the new way of work.
- Lead the global advisory committee for DevOpsDays events worldwide, driving community inclusivity and growth initiatives.

EXPERIENCE

2021 – PRESENT

STAFF DEVELOPER ADVOCATE, PULUMI

- Keynote speaker at industry and community conferences on the topics of DevOps, Infrastructure as Code, and Cloud Engineering principles.
- Created and launched “Puluminaries” community champion program to recognize and build advocates in the Pulumi user community.
- Engage cross-functionally with the Marketing organization to align community needs/voice with product marketing messaging and initiatives.
- Developed community measurement program to correlate developer advocate actions to community growth, using the Orbit Model.
- Defined concepts and pillars of the Cloud Engineering approach for Pulumi users as well as the larger industry community.

2020 – 2021

PUBLIC SECTOR TRANSFORMATION OFFICE, RED HAT

- Responsible for building strategic relationships with executives and key leaders to promote and sell Red Hat's portfolio of emerging tech products, including cloud, PaaS

(OpenShift powered by Kubernetes and Docker), mobile, application development, application and service hosting, business rules management, business process management, content aggregation, data federation, and service integration on-prem or in the cloud.

- Engaged as a trusted advisor with senior technology leadership in State/Local public sector agencies around cultural transformation.
- Created “Five Elements Assessment” pre-sales tool to drive close of transformational services engagements.
- Represented Public Sector Transformation Office as a speaker at government-focused conferences and panels, sharing the Red Hat transformation go to market.

2017 – 2020

SENIOR DEVOPS ADVOCATE, PAGERDUTY

- Spoke at industry events worldwide on the topics of DevOps, HumanOps, and others to drive PagerDuty’s values and principles to the larger community, often as a keynote speaker.
- Created and implemented process for authoring open-sourced Ops Guides for sharing practices around Incident Response, Operational Reviews, and more.
- Drove initiative for results-oriented metrics and measurement for effectiveness of Community and Advocacy team.
- Engaged as trusted advisor with senior IT leadership at PagerDuty customers and prospects on success patterns around digital transformation and DevOps.
- Created and led the PagerDuty “Breakathon” community event, including infrastructure development, content creation, and event management.
- Mentored other members of the Community team on event speaking, industry practices, and content creation.
- Drove alignment cross-functionally with Product, Marketing, and Sales, on community issues.

2014 – 2017

CUSTOMER ARCHITECT, SENIOR SOLUTIONS ARCHITECT, CHEF SOFTWARE

- Advised the business owners and senior technical leaders of enterprise customers on technical architecture and decision-making for DevOps transformations.
- Drove customers to link technical strategy to business outcomes.
- Engaged pre-sales customers to demonstrate the capabilities and promise of the Chef software platform and infrastructure.
- Key driver of new Proof of Concept process to demonstrate value of the Chef platform.
- Mentored other members of the Sales Engineering team.

2013 – 2014

MANAGING CONSULTANT, 10TH MAGNITUDE

- Led the 10th Magnitude practice for Infrastructure as a Service (IaaS), Infrastructure Automation, and DevOps consulting engagements. Hired and managed two Infrastructure Consultants.
- Worked with clients to leverage innovative optimization techniques, tools, and concepts to streamline delivery, eliminate waste, and increase velocity.
- Created Statements of Work for all IaaS and DevOps engagements. Assisted Business Development team in pre-sales efforts by communicating with technical and business resources about scope and potential.

- Developed and executed training for customer staff on Infrastructure as a Service in Microsoft Azure and Chef for configuration management.
- Defined patterns and practices for DevOps engagements using Continuous Delivery, Configuration Management, and Release Automation.

2007 – 2013

DIRECTOR, TECHNOLOGY OPERATIONS, APARTMENTS.COM

- Led team of systems engineers and database administrators responsible for support of over 400 Windows and Linux production servers for customer-facing, best-of-breed consumer search website with over 6 million visits per month.
- Introduced Continuous Delivery practices and model to improve delivery velocity and dramatically decrease cycle time, including environment collapse and delivery pipeline. Coordinated with automated test group to align initiatives.
- Designed release delivery pipeline, utilizing Jenkins for Continuous Integration, build automation, and release orchestration. Created Release Management team. Hired Apartments.com's first Release Manager.
- Designed and architected public cloud solution for development and test environments for modern technology stack
- Managed multi-million-dollar annual budget, including capital, consulting, and other vendor relationship management activities.
- Responsible for development and successful execution of technology roadmap for infrastructure and data teams.
- Recognized by several key vendor partners (including Serena Software and Microsoft) as a driver of innovation and invited to speak at industry conferences/events.
- Mentored staff on prioritization and communication. Perform annual performance review of staff. Created sysadmin internship program. Mentored three sysadmin interns.

ACTIVITIES

- Creator and co-host of the popular (thousands of subscribers) [Arrested DevOps](#) podcast (one of the longest-running podcasts still active in the DevOps space)
- Highly popular public speaker on DevOps and organizational cultural change (speaking.mattstratton.com for examples)
- Global chair for the DevOpsDays community conferences
- Creator and organizer for the DevOpsDays Chicago annual conference
- Content chair for multiple technology conferences