MATTY **STRATTON**

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Dynamic leader with extensive experience building and scaling developer communities, driving user engagement, and advancing organizational growth through strategic advocacy and innovative programs. Proven ability to align technical strategies with business objectives, mentor high-performing teams, and foster collaboration across multi-disciplinary functions to deliver measurable results. Deep expertise in cloud native technologies, DevOps best practices, and site reliability engineering (SRE), with hands-on experience in incident response, infrastructure automation, and optimizing system reliability at scale.

KEY ACHIEVEMENTS

- Scaled Aiven's global developer relations team to deliver record-breaking user engagement and **achieving measurable revenue growth** through impactful programs and Product-Led Growth (PLG) strategies.
- Transformed Pulumi's community engagement approach, implementing data-driven metrics and championing user advocacy, **cultivating 10+ new advocates in the community**, resulting in a stronger, more authentic industry presence.
- Pioneered PagerDuty's Developer Advocacy team, expanding from a single contributor into an operationalized team directly **influencing revenue and pipeline** through strategic initiatives and global events.
- Created new Proof of Concept experience at Chef Software, giving prospective customers the tangible experience of using the product and solution, resulting in over **50% increase in deal win rate**.
- Spearheaded the adoption of DevOps principles at Apartments.com, **improving delivery velocity**, introducing continuous delivery practices, and shaping cross-functional collaboration.

EXPERIENCE

2022 – 2024

DIRECTOR, DEVELOPER RELATIONS AND GROWTH, AIVEN

AIVEN PROVIDES FULLY MANAGED OPEN-SOURCE DATA INFRASTRUCTURE SERVICES, INCLUDING POSTGRESQL, APACHE KAFKA, OPENSEARCH, AND MORE

- Led a global team of developer advocates, educators, community program managers, and growth specialists to drive user engagement and business growth.
- Designed and launched impactful programs, including:
    - **Online Developer Workshops**: Achieved record-breaking registration for an online event, driving over $15K in sales pipeline per quarter and providing substantial additions to the mailing list.
    - **Open Source Data Infrastructure Meetup Program**: Established 23 groups across 16 countries, attracting over 7,000 members and introducing dozens of key sales accounts to their first Aiven experience.

- o **Influencer Marketing Program**: Delivered superior trial activation performance at a lower cost compared to paid social and search campaigns.
- Developed and executed a comprehensive metrics framework to measure user growth and account influence through trackable CTAs and DevRel Qualified Leads.
- Partnered with Go to Market (GTM) and sales teams to increase Aiven platform usage within existing accounts.
- Built a Product-Led Growth (PLG) strategy, driving direct adoption and generating sales-ready Product Qualified Leads (PQLs).
- Accountable for achieving Self-Service Revenue targets for direct adoption.

2021 – 2022

STAFF DEVELOPER ADVOCATE, PULUMI

PULUMI IS AN INFRASTRUCTURE-AS-CODE PLATFORM THAT ENABLES DEVELOPERS TO DEFINE, DEPLOY, AND MANAGE CLOUD INFRASTRUCTURE USING PROGRAMMING LANGUAGES LIKE TYPESCRIPT, PYTHON, GO, AND C#

- Delivered memorable presentations and keynotes at industry and community conferences, sharing expertise on DevOps, Infrastructure as Code, and Cloud Engineering principles.
- Established the **"Puluminaries" Community Champion Program**, fostering advocacy and recognition within the Pulumi user community.
- Collaborated across Marketing teams to seamlessly integrate community feedback into product marketing strategies, ensuring alignment with customer needs.
- Implemented a community measurement framework to connect developer advocacy efforts with measurable community growth metrics.
- Developed example code in TypeScript, Python, and Go to demonstrate advanced configuration and deployment across multiple cloud platforms, including AWS, GCP, and Azure, as well as Kubernetes, Docker, and other cloud-native technologies.

2020 – 2021

SALES SPECIALIST (TRANSFORMATION), RED HAT

RED HAT IS AN OPEN-SOURCE SOFTWARE COMPANY THAT PROVIDES ENTERPRISE SOLUTIONS, INCLUDING LINUX, KUBERNETES, AND CLOUD TECHNOLOGIES, TO HELP ORGANIZATIONS BUILD, DEPLOY, AND MANAGE APPLICATIONS EFFICIENTLY

- Built strategic relationships with executives and key leaders to promote and sell Red Hat's portfolio of emerging technologies, including cloud solutions, PaaS (OpenShift powered by Kubernetes and Docker), mobile platforms, application development, service hosting, and integration tools for both on-prem and cloud environments.
- Acted as a trusted advisor to senior technology leaders in State and Local public sector agencies, driving cultural transformation initiatives.
- Designed the **"Five Elements Assessment"** pre-sales tool, enabling successful closure of transformational services engagements.
- Represented the Public Sector Transformation Office as a speaker and panelist at government-focused conferences and events.

2017 – 2020

PRINCIPAL DEVOPS ADVOCATE, PAGERDUTY

PAGERDUTY IS A DIGITAL OPERATIONS MANAGEMENT PLATFORM THAT HELPS ORGANIZATIONS DETECT, RESPOND TO, AND RESOLVE INCIDENTS IN REAL TIME THROUGH AUTOMATION AND ON-CALL MANAGEMENT

- Represented PagerDuty's values and principles globally by speaking at industry events on topics such as DevOps and HumanOps, fostering community engagement and thought leadership.
- Developed and open-sourced **Ops Guides**, sharing best practices for Incident Response, Operational Reviews, and other key operational processes.
- Spearheaded the implementation of results-driven metrics to measure the effectiveness of the Community and Advocacy team.
- Collaborated with senior IT leaders at customer and prospect organizations to share expertise on digital transformation and DevOps best practices, driving strategic growth and innovation.
- Created and managed PagerDuty's **"Breakathon"** event, overseeing infrastructure development, content creation, and event logistics.
- Mentored Community team members on mastering public speaking, adhering to industry standards, and developing high-quality content.
- Collaborated with cross-functional teams, including Product, Marketing, and Sales, to ensure the community's voice influenced organizational initiatives.
- Served as an on-call **Incident Commander**, ensuring swift and effective resolution of customer-impacting incidents on the PagerDuty platform.

2014 – 2017
CUSTOMER ARCHITECT, SENIOR SOLUTIONS ARCHITECT, CHEF SOFTWARE
CHEF IS AN INFRASTRUCTURE AUTOMATION AND CONFIGURATION MANAGEMENT SOLUTION

- Advised enterprise customers on technical architecture and DevOps transformations, linking technical strategy to business outcomes.
- Engaged with large enterprise pre-sales customers to showcase Chef's value, leading to improved adoption, faster sales cycles, and stronger customer confidence in the solution.
- Developed engaging product demos to showcase how Chef automates configuration management for application servers like WebSphere and Tomcat, other server products on Linux and Windows, and monitoring tools like Nagios.
- Provided expertise in configuring Jenkins and other CI/CD tools used by customers to integrate safe and predictable results of the Chef solution.
- Created a new Proof of Concept experience, enhancing pre-sales efficiency and impact.
- Mentored sales engineering staff and drove innovation in pre-sales strategy and technical engagement processes.

2013 – 2014
MANAGING CONSULTANT, 10TH MAGNITUDE
10TH MAGNITUDE IS AN AZURE CONSULTANCY BASED IN CHICAGO

- Lead the 10th Magnitude practice for Infrastructure as a Service (IaaS), Infrastructure Automation, and DevOps consulting engagements. Hired and managed two Infrastructure Consultants.
- Collaborated with clients to leverage cutting-edge optimization techniques, tools, and concepts to streamline delivery, eliminate waste, and increase velocity.
- Developed comprehensive Statements of Work for all IaaS and DevOps engagements, supporting Business Development in pre-sales efforts by aligning technical scope with business potential.
- Trained customer staff on Infrastructure as a Service in Microsoft Azure, as well as 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
APARTMENTS.COM IS AN ONLINE RENTAL MARKETPLACE THAT CONNECTS RENTERS WITH APARTMENT LISTINGS, PROVIDING SEARCH TOOLS, REVIEWS, AND RESOURCES TO SIMPLIFY THE RENTAL PROCESS

- Lead team of systems engineers and database administrators responsible for support of over 400 Windows and Linux production servers for a customer-facing, best-of-breed consumer search website with over 6 million visits per month.
- Introduced Continuous Delivery practices 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. Established the Release Management team and hired Apartments.com's first Release Manager.
- Designed and architected public cloud solution for development and test environments for new 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 key vendor partners (including Serena Software and Microsoft) as a thought leader and invited to speak at prominent industry conferences/events.
- Mentored staff on prioritization and communication, conducted annual performance reviews, and developed a sysadmin internship program, while mentoring three sysadmin interns.

ACTIVITIES

- Creator and co-host of the popular **Arrested DevOps** podcast (one of the longest-running podcasts still active in the DevOps space)
- Sought-after public speaker on DevOps, organizational change, and cultural transformation (speaking.mattstratton.com)
- Global Chair for DevOpsDays, leading initiatives to enhance inclusivity and foster community growth across worldwide events