SARAH ELKINS

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Professional Summary

I help developers succeed with GitHub, DevOps, and cloud technologies. I bring content, talks, and workshops that make complex tools approachable. I bridge community insights with product and engineering teams to drive better developer experiences. My focus: trusted relationships, clear communication, and real impact for developers and enterprises.

Core Skills

- Developer Advocacy & Evangelism (workshops, content, community engagement)
- Public Speaking & Technical Storytelling (webinars, blogs, conferences)
- DevOps & Agile Methodologies (CI/CD, build pipelines, iterative workflows)
- Source Control & CI/CD Tooling (GitHub Ecosystem – repos, Actions, workflows, API integrations; Azure DevOps, AWS CI/CD, TFS, Jira, TeamForge)
- Cloud Hosting & Deployment (GitHub Enterprise on AWS, Azure Cloud, hybrid environments)
- Community Engagement & Open Source (GitHub, developer events, contributor programs)

Professional Experience

GitHub, Inc.

Senior Engagement Manager | June 2023 – Present

• Created and documented the end-to-end Expert Services Engagement Lifecycle, standardizing delivery and improving scalability.
• Streamlined onboarding and delivery processes, reducing partner ramp-up time and increasing consistency.
• Drove scalability of engagement management practices, enabling services to reach more customers effectively.
• Advocated for developers by capturing insights and influencing product and services improvements.

Engagement Manager | Jan 2022 – May 2023

• Owned services delivery lifecycle from pre-sales through billing, ensuring successful outcomes for enterprise customers.
• Built enablement materials and documentation, empowering Engagement and Project Managers to deliver consistently.
• Partnered with developers and customers to align GitHub adoption with strategic business goals.

Implementation Engineer | Nov 2019 – Dec 2021

• Crafted the GitHub Handbook and onboarding assets, adopted by global customers as a standard reference.
• Led workshops, webinars, and training sessions for developers and leadership, accelerating DevOps adoption across enterprises.
• Developed mini-lessons and scalable training content, improving developer onboarding enterprise-wide.

KPMG LLP

Technology Advisor | Jan 2019 – Nov 2019

• Delivered presentations and training on Agile/DevOps practices, driving team adopton of modern workflows.
• Created technical documentation and assessments, supporting successful DevOps transformation projects.
• Coached developers, administrators, and process owners, building cross-functional capability and alignment.

Hewlett Packard Enterprise

Solutions Architect | Apr 2017 – Jan 2019
Source Code Management IT Developer/Engineer | Apr 2014 – Apr 2017

• Evangelized social coding practices and GitHub Enterprise adoption, scaling usage across global teams.
• Served as Social Coding Evangelist and mentor; organized HPE CodeWars competitions to inspire student developers.
• Designed and maintained CI/CD pipelines and GitHub repositories, reducing deployment time and increasing reliability.
• Delivered technical training and documentation on GitHub, Agile tools, and DevOps, strengthening developer productivity.

Murray State University

Communications Supervisor | Jun 2013 – Mar 2014
Telecommunications Operator / Parking Enforcement | Jul 2011 – Jun 2013

• Supervised telecommunications operations and student workers, ensuring smooth day-to-day service.
• Trained staff and created manuals and schedules, improving process efficiency.
• Monitored emergency calls and law enforcement records; supporting campus safety operations.

Education

Bachelor of Science, Computer Information Systems | Murray State University, Murray, KY | Dec 2013

Developer Advocacy & Community Contributions

- Delivered talks and webinars on GitHub DevOps practices, engaging developers and enterprise leaders worldwide.
- Co-authored and launched the GitHub Handbook, now the gold standard for developer onboarding and a catalyst for shifting workplace culture toward innersource and developer-first practices.
- Championed innersource adoption by mentoring teams on open collaboration, reusable code, and transparent contribution models.
- Drove internal marketing and culture change through "Lurk & Learn" sessions that welcomed passive participants, gradually building comfort and engagement.
- Facilitated storytelling and knowledge-shareing, encouraging teams to share their journeys and outcomes internally, helping others shift left, recognize value, and invest in cultural change.
- Organized and mentored students at HPE CodeWars, inspiring future developers through large-scale coding competitions.
- Created and maintained open source training assets, including the GitHub for Developers class and supporting automation scripts, scaling developer education across enterprises.