



SHARONE ZITZMAN

MARKETING TECHNOLOGIST

PROFILE

A marketing professional, with experience in technical & product marketing, with specific expertise simplifying complex and open source technology, empowering engineering organizations and brands, and improving developer experience of products.

CONTACT

Github: <https://sharlz.github.io>
LinkedIn: <https://www.linkedin.com/in/sharonez/>
Twitter: <https://twitter.com/sharlz>

EDUCATION & ARMY SERVICE

Bar-Ilan University, Ramat Gan - 2008
Central High School, Philadelphia - 1998
Army Service: Nov 2001-July 2004

SKILLS

Market research | Optimizing the customer & user journey
| Simplifying complex technology concepts | Building measurement and data-driven analysis into strategy from the ground up | Hacking developer communities for scale | End-to-End technology events management

WORK EXPERIENCE

HEAD OF DEVELOPER RELATIONS, APPSFLYER DEC 2018 - PRESENT

Built AppsFlyer engineering brand from the ground up, with presence in:

- 36 Global Conferences (Top tier - O'Reilly Events, Kafka Summit, DevOxx, Codemotion and more), 20+ Meetups, and participation in 6+ Hackathons
- Built database of developer talks, mentored, and cultivated speaking talent within the organization (See here: [AppsFlyer/engineering-org-resources](https://appsflyer.com/engineering-org-resources/))
- Conceptualized, curated & launched the first ever global engineering hackathon:
 - With 200+ engineers participating
 - 8+ professional workshops (including: IoT, Machine Learning, Public Speaking, Engineering Management, Blockchain and Cryptocurrency among others)
 - See more here: <https://hackweek.dev>
- Expanded company focus from engineering brand to developer experience, and hired first developer advocate, as developer-facing products domain expert
- Built sustainable long-term content strategy (See [Medium.com/AppsFlyer](https://medium.com/AppsFlyer/))

VP MARKETING, CLOUDIFY PLATFORM LTD. JUL 2017 - OCT 2018

- Managed a team of senior marketing experts - community evangelist, data analyst, and business development
- Doubled revenue from 2016 to 2017
- Added \$2M ARR from 2017 to 2018
- Tripled Customer Base
- Established Cloudify as a market leader in the Telco vertical
- Led product marketing and developer experience, through the customer journey
- Built open source developer community from the ground up serving thousands of developers across a diversity of technologies, platforms, and languages

ADDITIONAL ROLES, CLOUDIFY & GIGASPACE FEB 2011 - JUL 2017

- Cloudify: Director of Marketing, Jan 2016 - JUL 2017
- GigaSpaces: Open Source Community Lead, Feb 2011 - Dec 2015

INTERNATIONAL MARKETING & TECHNICAL WRITER, COMSEC GLOBAL SEP 2008 - FEB 2011

Management and execution of the company's local and international marketing strategy, including all aspects of brand management and awareness in English and Hebrew (PR materials, Web and social media presence, product demos, presentations, conferences). This involved working closely with, and supporting the VP Business Development & International Operations, with formulating the strategic marketing work plan for Israel and abroad, while defining measurable KPIs and KSIIs to ensure its success; in addition to handling the relations with our local entities in the UK and the Netherlands.

STREET CRED

- Founder and Co-Organizer of [DevOpsDays Tel Aviv](https://devopsdays.telaviv.com/)
- [Meetup Co-Organizer](https://www.meetup.com/Cloud-Native-IL/) (Multiple - DevOps IL, Cloud Native IL, DevRel IL, among others)
- Public Speaker and Open Source Advocate