

## VMware CTO Ambassador – What it means?



Yesterday was one of the day when I really felt proud as my email said:

We are pleased to inform you that you have been selected to be an Ambassador in the CTO Ambassador Program for the 2015-2017 tenure!

Soon after I and my friend [Juan](#) broke the news in Twitter that we got into VMware CTO Ambassador program, we got some questions and it was obvious and expected too to be honest.



So the question is what it is and what it means to be a CTO Ambassador in VMware? I thought its a good opportunity to let every one know what it means and what we should be doing in the next 2 years of our membership in this prestigious club.

The CTO Ambassador (CTOA) program is focused on creating and developing technology focused communities that span R&D and the field. This enables the effective flow of information and knowledge, backwards and forwards, between R&D and our field, and ultimately with our customers and partners, which in turn drives good relationships, new and improved products but not limited to this only.

We, CTO Ambassador are in a pre-sales support role, post-sales professional services role or global services role. We are extremely customer facing and interact with customers on a regular basis. We also act as a regional resource for events such as, but not limited too:

- VMworld
- vForums
- VMUGs
- TechSummits
- Lunch n Learns

You can engage CTO Ambassadors inside and outside of VMware via social media, i.e. Facebook, Twitter, Blogs. You can also engage us to participate in non-VMware events, including, but not limited to speaking and participating in panels.

You can follow the newly minted CTO Ambassadors – [Josh Gray](#), [Juan Manuel Rey](#), [Sunny Dua](#), [Wade Homes](#), [Jonathan McDonand](#), [Eamon Ryan](#), [Alexander Thoma](#) and the last but not the least myself [Prasenjit Sarkar](#) 😊