

Networks to build

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1	Name	Role	Suggested questions (of course feel free to ask anything else on your mind)	Notes
2	Benjamin Feldon	Global Financial Services SA Manager	What makes a great SA? What are the key skills of a great SA? How is a Financial Services SA different from an SA in another industry?	1. What recommendations do you have for me in ramping up on AWS? regardless of what they are doing, 1. spend at least an hour of day on some service that you don't know!! constantly mixing that up!! keep a list of things I wanna try out. constant stream of knowledge and progress. 2. as much as what you can expose of public speaking the language there is so polished. find it in wisdom or kiku! 2.As a hiring manager, what do you look for in people during interviews? 1. the ability to go deep in something, be able to tell something in detail 2. learn and be curious 3. communication skills - simple method of communication 4. experience in front of customers - perception > are you guided by what the customer needs 3. If you attended my End of Internship (EOI) presentation as a bar-raiser, what would you be looking for/what kind of questions would you ask? do you understand deeply on the things that you worked on. if your antenna is perked around the process > articulate things in a very simple mind. watch re-invent videos!! 400 level talks around things that you don't know a whole lot about. who are the best communication videos? 4. How is a Financial Services SA different from an SA in another industry? FSI is not very unique or different from other industries. FSI is just like enterprises that is just heavily regulated. too much money > more resources than they need. they make things very hard for themselves to get changes done. SA's job is to unwind a lot of these complexities as much as possible, requires their business, how they are set up, how their tech is made up.
3	Andrew Short	Financial Services SA	Tell me about a day in your SA role? Looking back at the early days of your career, what would you have done differently or focused on more? What recommendations do you have for me in ramping up on AWS?	1. Tell me about a day in your SA role? 3 segments: 30% building 30% learning and 30% teaching. account meetings. SES (simple email service) 2. How exactly different is Global SA than a regular SA? Types of accounts you cover. Ilya works in Business Development 3.division: repeatable advice?? industry sub-region. Adnrew is account based. 4. What makes a great SA? people leadership, aws process , sales opportunity. 5. Looking back at the early days of your career, what would you have done differently or focused on more? focus on details and specifics and don't be too anxious to get out of details. rewards "diving deep"!!
4	John Yi	Financial Services Prototype Architect	How's your role different from a typical SA role? Tell me about a day in your SA role? Looking back at the early days of your career, what would you have done differently or focused on more? What recommendations do you have for me in ramping up on AWS?	What makes a great SA? Different sides to being a great SA. SA is a tricky role for a number of reasons: 1.) fundamentally technical role. Very very deep technically, able to understand tech problems into the finest details. Root of the problems take deep level of understanding. ex) Elastic search can be acting up. Tiniest little thing that can impact the relationship and product of AWS for the customer that can cost \$1m!! Requires depth. also requires technical breadth(?). Cover a lot of technical ground. carry a conversation in every tech domain it exists. at the same time being able to deep. speaking to very different types of individuals, professionals in IT. A great SA is someone who can go up and down the level they are speaking to. Somebody that is mindful of focus: direct contrast to seeing the bigger picture. A great SA is someone who can do both. Where do i need to focus my energy. It's not just your focus, its also your customer's focus. Theres always going to be meetings, its your job to focus your and customer's questions to meaningful questions that will yield productivity and to the right agenda. Trusted advisor!! Handle conflict very gracefully. Understood how these conflicts worked!! Ilya sees the big picture very clearly. Help that pushes the customers farther along to their journey. When he joined AWS, there were only 25 services. There were incremental developments. Inherent problem of this role: the ask of this role is somewhat impossible to fulfill. One thread i need to be pulling on** Get to a place where you can start talk about a few sentences about every service. Open Source or Commercial(?) In parallel, identify one area where you can go very deeper in. Know it in and out - be an international expert. know what the competing services are(?) DDB vs. MongoDB. Combination of being broad and deep is very strong foundation of on top of what you can build as a traditional SA. Being a generalist SA has to evolve to match the speed of evolution of AWS services.
5	Cassia Martin	Security SA	How's your role different from a typical SA role? Why is security so vital in Financial Services? What are the top security concerns for FSI customers and the cloud?	been at aws for 3 years. started at Amazon.com for books. security application. cloud security. 2. How's your role different from a typical SA role? at amazon, we are very customer obsessed. forte anual review process: solisted feedback. what are the strengths, when they are at their best. What can they shine at. philosophy growth. typical SA in GFS world, very big customers. individual attention. tend to take care of lots of different customers. 30% of time is focused on face to face customer work. 30% project based work. (squirk hired?) 30% educational things. 3. RSU: 4 yr compensation plan - base salary 50%-80% SS - signing bonus 25% of your salary - you stocks!! restricted stock units. 5. Why is security so vital in Financial Services? people want control over 3 pillars : Confidentiality Integrity Availability 6. What are the top security concerns for FSI customers and the cloud?FSI customers are constantly raising the bars. One of the big risks - someone misconfigures an S3 bucket. one big public switch: public/private. locking down ip addresses > there's always next steps. well-architected framework is an answer to: how to think of their workload and their business according to our past customers. 5 different pillars: security (identity, data encryption, incident response) , cost effectiveness, availabilities, etc. AWS provides tons of services and features. AWS customers can be builders and put together these lego pieces. 7. 23!! so much anxiety about career. thinking that everything is at such high stakes. so scared of failing. pursuing the right things, right jobs? wish i understood then how much life is just trying things. not a fine line of success of failure. a big bowl of both. being so worried about picking the right job - as long as you are learning something. you figure out what you're good at. rather not get shubbed in the corner.
6	Mojgan Ahmadi	Financial Services SA	Tell me about a day in your SA role? Looking back at the early days of your career, what would you have done differently or focused on more? What recommendations do you have for me in	1. SA unique: understand customer products 2. Work background before aws: software engineering, many years of development (C++), databases, Head of data office American Express for Moody's Why like Financial: accident, a lot. 3.How is a global account sa different than Financial Services SA? expertise.. no major difference. large enterprises. line of business, largest scale projects, teams. Skills. Tech point of view - no difference. Problem in priority in customers' ask. Go through funding in different way. ProServe, Documents, Specialist (Spark is fav ETL language) 4. Tell me about a day in your SA role? Very very active account, require a lot of attention, 10/25% building, Majority of the time is the advisory role (40%) on the Architecture role. Data Company. Planning with Gam and Account managers (bringing perspectives on products that customers are building.), and constantly migrating. 5.Looking back at the early days of your career, what would you have done differently or focused on more? I lost track of the big picture for general breadth. want to be more collaborative

			you have for the m... ramping up on AWS?	focused on more... Look back on the big picture for general breadth, want to be more conservative. Be more patient
7	Russ Lewis	Compliance Specialist	What is a compliance specialist? What are the top compliance concerns for FSI customers?	1. What is a compliance specialist? look at 2 buckets: 1. project type work. regulation that a lot of customers care about. SCC 17A5 - Broker Dealer. Equity Stocks They need to retain record of who buys the stock and when in technical requirements: serialized... etc. S3 and object lock. Access requirements Shared Visibility model: don't have access to their model. How would they comply with it. Who would maintain VPN 2. Education. First call deck. AWS What controls we have soc2 report. 3. What are the top compliance concerns for FSI customers? Data protection - security - baking and payments customers. sensitive data. 4. Goldman Sachs: Bring your own key: heavy lifting of key generation and rotation still certain work loads like Sagemakers sometimes there are service owned key for multiple makers for data sets 5. PFRs: so many different ways you can innovate services. What goes on the road map? Product Feature Request Process. Ticket in Salesforce. What enhancements? How services evolve. How we communicate with the service teams. 6. risk Assessment and treatment: acceptance, mitigation, avoidance. Risk based approach: assets that you care about like customers' data they want to protect. What are the threats against all the assets? Accidental malfunction, like Load balancer dying, or hacking. Build your controls around that. Confidentiality, Integrity, and Availability. 7. Building from backwards: create rule sets: define the regular expressions and adjust the rules based on set of regulations you are complying with. PCI: regular exp that looks for card holding data. For all new york state, Macie is versatile to keep adding for detection. Data Catalog. reg ex that corresponds
8	Julie Hutchinson	Capital Markets Business Development Manager	What kind of organizations are part of the Capital Markets sub-segment? What re the key AWS use cases for Capital Markets customers? How does a BD role different from an SA role?	learn and be curious. business challenges and have to get technical exchanges - executive briefing. Industry overview better monetize their capital data Mike perna: networking works. Integration. Set up Challenges: messaging services sometimes its open source, sometimes its aws, tableau. 2. What kind of organizations are part of the Capital Markets sub-segment? related to trading: global market exchange various stages of migrating to the cloud. NASDAQ partner > Brad Peterson. 10 years, all in the cloud. Bloomberg, Murax: providers need to work with the exchange. What does it mean for customers? Like a whole eco system. 3. Multi-cast: solution that doesn't work well in the cloud. transit gateway will help Multi Cast Fair and equal access 4. How does a BD role different from an SA role? Domain experts, trading work flow. industry component, 5. Amazon Partner Network. opportunities to build with them. Market data feeds. SAAS. Nasdaq. mutual.
9	Brian Cassin	Banking Business Development Manager	What kind of organizations are part of the Banking sub-segment? What re the key AWS use cases for Banking customers? How does a BD role different from an SA role?	Tell me about a day in your SA role? most of his time coding!! lay out what you want to do. people give back feedback 10% Cloud parties?? large and slow moving. so many different blockers. 1 week event with lots of prep work! streamline all the work of migration! want orgs to be self-sufficient!! most of his time is implementing and executing. Looking back at the early days of your career, what would you have done differently or focused on more? made use of my time earlier on that would progress my career. a lot of the implementation in HSBC was bureaucratic
10	Dave Brussel	Principal SA Banking	What re the key AWS use cases for Banking customers? What are the major workload types that our banking customers run on AWS?	20 years in citi group, specialist in Banking 90+ countries. Transactions, file APIs, UIs in mobile apps for 5 years. 2. PII Real time detection: cool new stuff on comprehend > run lex (*Scope slip) 3. macie is not real time> not run that all the time. 4. constantly in reaction mode > if you are right, then reaction is good. 5. First principal customer delivery architect in Proserve: why? citi was cloud phobic, automation, cicd in devopps, agile, wanted to go microservices. Slowly carving pieces off the old platform. Fourth pillar of Modernization is cloud. Test. Private cloud was poor: didnt support data and no ELB 6. concerns: security concerns, SA professional, every two years, I look around and see whats out there. Credibility. Life is risk. Tremendous penalty, What are you gaining and possible rewards: Director at Citi... worked around everything. Allowed him to choose positions. hedging risks. In architecture, we tend to have favorite patterns > will give you new perspective. 7. Mike Bleachea : ran the SAs for Scott Mullins 8. Career Mobility
11	John Kain	Head of Banking & Cap Markets Business Development	What are your top priorities for Banking and Cap Markets for 2020? What re the key AWS use cases for Banking and Cap Markets customers? What makes a great SA?	fear of missing out. emphasizing the importance using AWS services. Risk management. compelling economic that fits. risk process: running multiple independent scenario. Portfolio. Risk Profile - check how much your portfolio is worth. Use a lot of compute!! Showcasing whats been going on in machine learning. move from branches -> chatbot!! driven in aws. higher level services. Text drafting. PPP Loan Program: small business can borrow money if they can validate they are using the money for the right reasons. Text track!! extracting data. blog post Capital market side. Trading platform moving to AWS. Application modernization. Relational Database to specific Databases like time series. 4 themes!! Credit crisis. mortgage payments which loans do they want to collect . spike and demand on the. Data (unemployment) is not good data set anymore.
12	Felix Candelario	Sr Mgr Sol Arch.		challenging!! Market volatility is very high. Data at scale game. How do i get good data analytics tools. 1. Administration (bids 1/3, staff 1/3, customer management. Staff headbands 2. I saw that you've been with AWS for almost 6 years. You joined AWS as a TAM. What made you want to go into an SA track? strength in operations setting up application support driven. (TAMs not brought into the architecting. 2. SA manager vs. SA: more like a team lead than a manager. building a big project with a team instead of individual. 3. Steve almost getting fed to the sharks at JP Morgan?? long-term customer relationship, willing to tell customers what they don't want to hear. radically transparent 4. What is your specialization? networking , DX, VPC, transition towards orchestration like devOpps (repository to binary), how to set up orchestration instruction!! What you learn is directed by the customer: learn very quickly. terrifying. comfort zone. 5. How does your every day at AWS as a SA sr. manager look like? typical day is write code (25%), 1:1 meetings with team members (25%), daily stand up, meetings with customers. engagement stuff (25%), other teams (like business development) (25%) 6. How do you maintain the Day 1 culture when the organization is growing so much? 7. What makes a great SA? trouble shooters. solving problems that seem insolvable and big but breaking down to clarify to bring the conversation. 8. Looking back at the early days of your career, what would you have done differently or focused on more? dont deny who you are> do what makes you happy!! 9. What recommendations do you have for me in ramping up on AWS? work on the actual project!! 3 tier application using web architecture. 10. resisted specialization is. generalization is for humans. relative to yourself. Youll be better by having done multiple domains. knock on effects. generally bad.