JASON RYAN HARRIS

Salem, OR

☎ 503-507-7733 ✉ harrisja@orst.edu

in https://www.linkedin.com/in/jasonrharris

PRINCIPAL PLATFORM EVANGELIST & DEVELOPER ADVOCATE
PRINCIPAL PRODUCT EVANGELIST | DIRECTOR OF EVANGELISM

A forward-thinking Principal Platform Evangelist, I bring over two decades of extensive experience in driving the awareness and adoption of Developer Tools. My career highlights encompass dynamic leadership in community engagement, strategic partnerships, content strategy, and fostering open source growth. I am recognized for my visionary approach in orchestrating program leadership, internal advocacy, and go-to-market strategies. My expertise lies in cultivating impactful partnerships and advocacy initiatives through diverse channels such as multi-disciplined activations, community campaigns, and both social and traditional media. I am adept at providing strategic counsel to leadership teams, focusing on innovative solutions to enhance profitability and operational performance.

CAREER HIGHLIGHTS

- **Known expert in delivering improvements in platform community awareness through content development and leadership,** channel management and event production, reports, and solutions to maximize stability and functionality of the platforms.
- **Known for providing highest quality process and product performance** that gained community awareness and engagement.
- **Managed community response, and event production and execution; guided strategy**, content and execution, speaker at industry events and conferences. **Partnership with GitHub, Twilio, GitHub, HashiCorp, and Snyk.**
- **Ambassador of employee advocacy**. Leveraged leadership to develop employee advocacy programs**, blog, and social media., inventory, and technical training** for multiple projects. Sought-after for special projects.
- **Leverages leadership influence and agility** to foster teams to high engagement and performance.

AREAS OF EXPERTISE

- Persona/ICP Development
- Agency Management
- Community/Influence Growth Hacking
- Employee/Engineer/Internal Advocacy

- Content Strategy/Execution
- Marketing/Product Alignment
- Event Production/Execution
- Program Leadership

- Project Planning/Management
- Customer Feedback Integration
- Go-to-marketin Readiness
- Channel Management

PROFESSIONAL OVERVIEW

PRINCIPAL PLATFORM EVANGELIST & DEVELOPER ADVOCATE | 1PASSWORD   2021 - 2023
Led developer relations, enhanced awareness & adoption of Developer Tools; led advocacy, content & partnerships that set company 's reputation as premier solution for developers to accelerate work & code security. Grew developer community, led external communications & platforms surpassed 2K members & 6K newsletter subscribers. Leveraged connections to work with GitHub, Twilio, HashiCorp & Snyk.
- Launched developer communication channels for educational pieces and community highlights to increase awareness.
- Implemented community engagement strategies and grew OSS contributions 2x YoY from 2021-2023.
- Program managed integration into GitHub Student Developer Pack, global hackathon with Hashnode. Built developers feedback loop.
- Created Engineer Speaker program to rase engineer profiles, securing them on many platforms, workshops, keynotes, demos.
- Integrated developer community insights into product launches, developer education with GTM strategy.

PRINCIPAL PRODUCT EVANGELIST PRINCIPAL | FIVETRAN,   2020 - 2021
Extended reach of company with community-based approach, campaigns that engaged prospects with content solutions and innovation, online communities, built prospect relationships, drove awareness generation content programs/strategies, increased funnel engagement.
- Developed content channels, online communities, employee advocacy, blogs, and social media channels with top funnel content.
- Produced/Executed events, with content strategy for top funnel webinars, conferences, event forums. Event/conference speaker.
- Managed community response; built employee advocacy community, produced content to be vendor of choice on GigaOm, Gartner.
- Led social media strategy and organic execution for 2x follower increase in 1 yr., worked cross functionally on funnel engagement.

DIRECTOR OF EVANGELISM | PANOPLY   2017 - 2020
Built role of directing all-up customer advocacy, integrated marketing communications, built community amongst customers, positioned company as industry leader. Created Customer Advocacy Program for community of customer-turned advocates. Fostered customer advocate relationships to create new speaking opportunities, reduce churn and enable success. Built and managed webinar program.
- Managed partner relationships with AWS, Microsoft, Chartio, Looker, Tableau with ideation, GTM events, and community.
- Built customer-evidence based and corporate communication for press, social media, and influencer relations.
- Led events strategy including conferences, local meetups and professional development, and managed partner relations.

DEVELOPER ADVOCATE | ALGOLIA   FEB-NOV - 2017
Community builder who deployed campaigns to build relationships with developer community with written content, workshops, talks on best practices; created Ambassador Program with inner circle developers who became brand advocates; created content with product team. Member of content team driving strategy and social media marketing; maintained influencer relations. Managed events, campaign strategy.
- Created partnerships with partner companies to drive awareness, share audiences and more.

SENIOR MANAGER, COMMUNICATIONS & EVANGELISM | SYSOMOS   **2015 - 2016**
Hybrid role integrating marketing communication director, community builder & industry SME; led campaigns for community and relationship building to create passionate customer advocates. Led all PR/Comms and global Comms agency relationships, editor in chief for communication for PR &social, Ambassador to prospects &customers, managed partnerships with Twitter, Facebook, social media agencies.
- Managed communication team for customer evidence engine and webinars, contract writers and vendors. Planned and executed for target audiences, marketing, influencers, universities, advocates, press, community, and influencer segments in industry comms.
- Managed onboarding, internal training' built scalable Sysomos in the Classroom university relations program.

SENIOR ACCOUNT MANAGER, INFLUENCERS & ADVOCACY | REPUBLIC PUBLISHING (ACQUIRED BY TEXT100)   **2013 - 2015**
Promoted. Led and influencer Marketing Manager for client Microsoft Mobile, leadership role in social, grew social metrics, reporting. Scaled and managed influencer relations program for 751M impressions & 33K shares. Client Director for buy-in, managed social reporting, accountability, program manager and event coordinator on international events and social media conferences, coordinated influencer alignment for Monster, MGM Resorts, Visit California and ensured key product selling points are engrained in influencers.

COMMUNITY MANAGER & EDITOR | REPUBLIC PUBLISHING   **2011 - 2013**
Worked with N.A. Marketing organization, US Editor for Nokia Conversations, Nokia's corporate blog & worlds 4th most read corporate blog, managed editorial, engagement, grew Twitter from 5.9-80K in 15 months with response rate of 10%, partnered with US/Europe corporate, led social media strategies, published content, led influencer events, turned complex apps to a non-technical audience monitored traffic.

COMMUNITY MANAGEMENT CONSULTANT/ TECH CONSULTANT | ELI LILLY & CO. / COMMUNITY CONTEXT PARTNERS   **2011 - 2013**
Manager /Editor of blog and social channels, evangelized applications and data offerings, developed editorial process, personas and message map, developed standards and practices in launch of Twitter; Analyzed business needs, community engagement strategies, led technology solutions, led clints through strategy and implementation, mentored and coached managers, team strategy. Wrote technical documentation for applications, platforms, and online communities. Clients include Eli Lilly, Carnegie Corp of New York, and Kmart Fashion.

PARTNER SOLUTIONS ARCHITECT/SOCIAL MEDIA MANAGER | LEARNING.COM / BITDEFENDER (CONSULTANT)   **2010 - 2011**
Managed partner relationships end-to-end, account manager for Disney, SAS Curriculum Pathways, BrainPOP, proposals, legal documents; consulted with executives, project managers, product managers and stakeholders throughout departments on deep platform and technical questions in solution development. Liaison between multiple departments; analyzed business needs, community engagement, rep on Twitter and Facebook, led social media and marketing, coordinated messaging distribution, created and edited content for blogs.

COMMUNITY MANAGER | TAPTU   **2009 - 2011**
Managed public relations with traditional and social media, edited and managed corporate blog and social media, attended and hosted events, created marketing and outreach, serd as community voice, and developed and tested products on various platforms.

DEVELOPER/ANALYST | DAVID EVANS & ASSOCIATES   **2006 - 2010**
Developed new applications in ASP.Net/C# with SQL Server database projects with online catalog for DEA U, an internal training 'university', maintained applications for HR, records management and finance, managed adoption of SharePoint and internal sites, trained staff. Selected as member of 2008 Future Leaders program.

WEB APP DEVELOPER/ INTEL & INFOCUS **| DATABASE ANALYST PROGRAMMER/**STATE OF OREGON **| R&D SOFTWARE ENGINEER/HP**   **2001 - 2006**

EDUCATION AND PROFESSIONAL DEVELOPMENT
Bachelor of Science, Business Administration option in Management Information Systems, Minor in Computer Science, (2000) |
Independent Journalist:
• 2004-Current: Techcraver.com; technology blog for marketing, mobile technology, consumer electronics, social media and community building
• 2009-Current: Pintsandsteins.com – a publication dedicated to craft beer, especially from Oregon/WestCoast
• 2008-2011: CMSWire – wrote daily news articles and a weekly column titled Social Media Minute
• 2006-2007: GigaOm: write news and analysis columns on mobile startups/devices/services, consumer electronics & how web worker lives/works

Technical: MS Office, Apex, Triggers, SOQL, SOSL, Visualforce, Aura, data modeling, security, data access, automation, lightning components, reports, and dashboards