MATTY **STRATTON**

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Technical marketing and DevRel leader who turns practitioner credibility into pipeline. Twenty-plus years operating infrastructure, then building DevRel and marketing functions at PagerDuty, Aiven, Turbot, and Tiger Data: community programs, PLG motions, and product marketing measured on revenue, not reach. Also builds the team's AI tooling.

KEY ACHIEVEMENTS

- Built Tiger Den, the context layer behind Tiger Data marketing's AI work, serving content, planning, and reference docs over MCP to **60-plus agent skills**.
- Built an open-source data infrastructure meetup program at Aiven: **23 groups across 16 countries, 7,000+ members**, introducing dozens of key sales accounts to their first Aiven experience.
- Created a new Proof of Concept experience at Chef Software, lifting deal win rate by **over 50%**.
- Pioneered PagerDuty's Developer Advocacy team, growing it from **a single contributor** into an operationalized team influencing revenue and pipeline.

EXPERIENCE

2025 – PRESENT

HEAD OF DEVELOPER ADVOCACY AND DOCS, TIGER DATA

TIGER DATA PROVIDES A MODERN DATA PLATFORM BUILT ON POSTGRESQL FOR DEMANDING WORKLOADS UNIFYING RELATIONAL, TIME-SERIES, ANALYTICAL, AND VECTOR DATA AT SCALE.

- Own developer advocacy, content, and documentation as a full-stack function for Tiger Data, treating docs as a product surface rather than static reference material for TimescaleDB and Tiger Cloud.
- Built Tiger Den, the internal marketing platform and context layer for Tiger Data marketing's AI work: content inventory, planning, events, briefs, and reference docs, served over MCP. Built with coding agents; non-engineers on the team ship to it.
- Led the migration and re-architecture of Tiger Data's documentation platform, moving to a modern Astro-based system and redesigning the information architecture from the ground up, alongside owning the API reference and its integration with the Tiger MCP server.
- Rebuilt and scaled Tiger Data's developer advocacy, content, and documentation function, standing up editorial systems and a content team to drive sustained developer engagement.
- Drive cross-functional campaign execution for product launches and announcements.
- Own Tiger Data's KOL (Key Opinion Leader) program, running influencer partnerships and tracked campaigns that extend the brand's reach into developer communities beyond owned channels.

- Serve as an internal advocate for the developer audience, shaping technical content and documentation to reflect real practitioner needs and partnering with engineering to keep the API reference and product docs accurate as the platform evolves.

2025

SOLUTION ARCHITECT, TURBOT

TURBOT PROVIDES A CLOUD GOVERNANCE PLATFORM AND OPEN-SOURCE TOOLS FOR POLICY-AS-CODE AUTOMATION AND SECURITY COMPLIANCE IN THE ENTERPRISE CLOUD

Official title; in practice, ran Turbot's marketing: developer advocacy, product marketing, community, and brand.

- Served as the primary driver behind Turbot's community-led growth initiatives, managing online presence, narrative development, and cross-channel messaging to align deeply with technical audiences.
- Architected and delivered all campaign strategy and creative content for Turbot's **Launch Weeks**, including product announcement blog posts, demo videos, and end-to-end social media campaigns, resulting in measurable increases in traffic, brand visibility, and product adoption.
- Spearheaded the successful launch of **CloudGovernance.org**, a community knowledge hub for cloud policy and automation. Led project development, stakeholder alignment, content strategy, and full-scale promotional rollout across channels.
- Acted as internal advocate for technical audiences, shaping product messaging to reflect authentic practitioner needs while collaborating with engineering, sales, and leadership to drive narrative consistency and relevance.
- Planned and executed educational and advocacy content across diverse formats (talks, blogs, workshops, and social) to elevate awareness and engagement in the cloud governance ecosystem.

2022 – 2024

DIRECTOR, DEVELOPER RELATIONS & GROWTH, AIVEN

AIVEN PROVIDES FULLY MANAGED OPEN-SOURCE DATA INFRASTRUCTURE SERVICES, INCLUDING POSTGRESQL, APACHE KAFKA, OPENSEARCH, AND MORE

- Led a global team of developer advocates, educators, community program managers, and growth specialists to drive user engagement and business growth.
- Designed and launched programs, including:
    - **Online Developer Workshops:** Achieved record-breaking registration for an online event, driving over $15K in sales pipeline per quarter and providing substantial additions to the mailing list.
    - **Open Source Data Infrastructure Meetup Program**: Established 23 groups across 16 countries, attracting over 7,000 members and introducing dozens of key sales accounts to their first Aiven experience.
    - **Influencer Marketing Program**: Delivered trial activation performance at a lower cost compared to paid social and search campaigns.
- Developed and executed a comprehensive metrics framework to measure user growth and account influence through trackable CTAs and DevRel Qualified Leads.
- Partnered with Go to Market (GTM) and sales teams to increase Aiven platform usage within existing accounts.
- Built a Product-Led Growth (PLG) strategy, driving direct adoption and generating sales-ready Product Qualified Leads (PQLs).
- Accountable for achieving Self-Service Revenue targets for direct adoption.

2021 – 2022

STAFF DEVELOPER ADVOCATE, PULUMI

- Delivered presentations and keynotes at industry and community conferences, sharing expertise on DevOps, Infrastructure as Code, and Cloud Engineering principles.
- Established the **"Puluminaries" Community Champion Program**, fostering advocacy and recognition within the Pulumi user community.
- Collaborated across Marketing teams to integrate community feedback into product marketing strategies, ensuring alignment with customer needs.
- Implemented a community measurement framework to connect developer advocacy efforts with measurable community growth metrics.
- Developed example code in TypeScript, Python, and Go to demonstrate advanced configuration and deployment across multiple cloud platforms, including AWS, GCP, and Azure, as well as Kubernetes, Docker, and other cloud-native technologies.

2020 – 2021

SALES SPECIALIST (TRANSFORMATION), RED HAT

- Built strategic relationships with executives and key leaders to promote and sell Red Hat's portfolio of emerging technologies, including cloud solutions, PaaS (OpenShift powered by Kubernetes and Docker), mobile platforms, application development, service hosting, and integration tools for both on-prem and cloud environments.
- Acted as a trusted advisor to senior technology leaders in State and Local public sector agencies, driving cultural transformation initiatives.
- Designed the **"Five Elements Assessment"** pre-sales tool, enabling successful closure of transformational services engagements.
- Represented the Public Sector Transformation Office as a speaker and panelist at government-focused conferences and events.

2017 – 2020

PRINCIPAL DEVOPS ADVOCATE, PAGERDUTY

- Represented PagerDuty's values and principles globally by speaking at industry events on topics such as DevOps and HumanOps, fostering community engagement.
- Developed and open-sourced **Ops Guides**, sharing best practices for Incident Response, Operational Reviews, and other key operational processes.
- Spearheaded the implementation of results-driven metrics to measure the effectiveness of the Community and Advocacy team.
- Collaborated with senior IT leaders at customer and prospect organizations to share expertise on digital transformation and DevOps best practices.
- Created and managed PagerDuty's **"Breakathon"** event, overseeing infrastructure development, content creation, and event logistics.
- Mentored Community team members on mastering public speaking, adhering to industry standards, and developing high-quality content.
- Collaborated with cross-functional teams, including Product, Marketing, and Sales, to ensure the community's voice influenced organizational initiatives.
- Served as an on-call **Incident Commander**, ensuring swift and effective resolution of customer-impacting incidents on the PagerDuty platform.

2014 – 2017

CUSTOMER ARCHITECT, SENIOR SOLUTIONS ARCHITECT, CHEF SOFTWARE

- Advised enterprise customers on technical architecture and DevOps transformations, linking technical strategy to business outcomes.
- Created a new Proof of Concept experience, enhancing pre-sales efficiency and impact.

- Mentored sales engineering staff and drove innovation in pre-sales strategy and technical engagement processes.

2013 – 2014

MANAGING CONSULTANT, 10TH MAGNITUDE

- Led the 10th Magnitude practice for Infrastructure as a Service (IaaS), Infrastructure Automation, and DevOps consulting engagements. Hired and managed two Infrastructure Consultants.
- Developed comprehensive Statements of Work for all IaaS and DevOps engagements, supporting Business Development in pre-sales efforts by aligning technical scope with business potential.

2007 – 2013

DIRECTOR, TECHNOLOGY OPERATIONS, APARTMENTS.COM

- Led team of systems engineers and database administrators responsible for support of over 400 Windows and Linux production servers for a customer-facing, consumer search website with over 6 million visits per month.
- Introduced Continuous Delivery practices to improve delivery velocity and dramatically decrease cycle time, including environment collapse and delivery pipeline. Coordinated with automated test group to align initiatives.
- Designed release delivery pipeline, utilizing Jenkins for Continuous Integration, build automation, and release orchestration. Established the Release Management team and hired Apartments.com's first Release Manager.

BUILDING

- Daybook: personal planning app for iPhone and Mac (SwiftUI, Next.js, Postgres); Claude drafts the week's meals and builds the grocery list.
- Conducky (conducky.com): open-source code of conduct incident management for conferences, built with Claude Code and Cursor.
- Health data tracker: Apple Health into TimescaleDB, with Claude answering questions through read-only tools instead of raw SQL (github.com/mattstratton/mattstratton-fitness-tracker).

ACTIVITIES

- Creator and co-host of the **Arrested DevOps** podcast (13 years on air, 8,000+ downloads per episode, one of the longest-running podcasts still active in the DevOps space)
- Public speaker on DevOps, organizational change, and cultural transformation (speaking.mattstratton.com)
- DevOpsDays global committee member since 2015 (co-chair 2021–2022), leading initiatives to enhance inclusivity and foster community growth across worldwide events.