Brandon M. West (brawest@gmail.com)

I am a generalist web developer that loves telling stories about technology. For the last ten years, I have connected smart people with cloud technologies while working as a Developer Advocate and leader of Developer Relations teams. As a manager, I value empathy, humility, and dependability and thrive in environments that value experimentation and iteration. As an individual contributor, I value autonomy to pursue my interests and passions, which I believe results in the most authentic content possible.

Education

- Bachelor of the Arts, English Literature, University of Colorado at Boulder, 2005

Skills

- Developer Relations Theory, Strategy, Planning, and Management
- Public speaking, MCing/Hosting, Video and Livestreaming, Press Engagements
- Online Community Management (GitHub, Stack Overflow, Discord, etc)
- SDK Design, Development, and Management
- API Design and Stewardship; API Documentation Design
- Technical Writing; Technical Speaking; Mentorship; Code Guides and Examples
- C#, JavaScript, Ruby, MySQL, TSQL, HTML, CSS, basic graphic design/illustration
- Special expertise in email and cloud technologies

Senior Manager of Developer Relations, Americas – AWS   July 2018 – July 2020

- Define regional developer relations strategy and operations, including planning and opening headcount, creating job descriptions and levelling guides, and approving compensation
- Recruited and hired 15 team members based 100% on referrals or team transfers, including a regional manager for LatAm and a key hire in Canada. Conducted more than 50 interviews
- Maintain cross-functional relationships with PR, Field Marketing, Community, and numerous product teams, including coordinating pre-launch activities such as blog posts and videos
- Work with other regional leaders to implement tracking, measurement, and reporting of all Dev Rel activities in a cohesive monthly narrative report to shareholders
- Lead by example as a conference speaker, contributing author to the AWS News Blog, video host, Stack Overflow contributor, and demo code developer
- Plan and allocate resources for livestreaming and speaking at large-scale events such at AWS re:Invent, AWS re:Inforce, Collision Conf, and our yearly internal stakeholder conference

VP of Developer Relations – Kickbox   April 2017 – June 2018

- Market and product validation for developer-focused products
- Create strategy for SDKs, integrations, and partner outreach for new product
- Use my startup experience to mature the organization, define culture, and improve process
- Facilitate a wiki for documenting and sharing previously silo'd information
- Write, develop, and create the Developer's Guide to Email

SendGrid – See Summary   **July 2011 – March 2017**

Developer Evangelist	Manager of Dev Rel	Sr Manager of Dev Rel	Director of Dev Rel
July 2011 – July 2013	July 2013 – Oct 2014	Oct 2014 – July 2015	July 2015 – March 2017

- Defined initial strategy and tactics as the first evangelist at SendGrid
- Served as Product Owner for the documentation; built a custom Jekyll-based platform and open sourced it
- Planned and executed two company-wide internal hackathons in 2014 and 2015
- Manager for SDKs responsible for 2 billion API calls/month across 7 languages
- Served as lead developer for the SendGrid C# SDK, with 400,000+ NuGet installs
- Served as interim Product Manager for the SendGrid API, and was a core contributor to the design of the current version
- Managed a global team of up to 13 Evangelists and Community Managers
- Helped grow a global strategic program focused on startups to 1,500 members
- Contributed developer-focused content to the SendGrid blog with over 50 posts
- Traveled around the world giving demos, workshops, and conference talks

Senior Developer - Dimension Technology Solutions   2007 – Feb 2011

- Implement custom Classic ASP product on-site in Texas and Ontario
- Lead developer for migration of core product from Classic ASP to C# using Castle Monorail MVC and Nhibernate
- DevOps instrumentation (before it was cool) including version control with SVN, continuous integration with Hudson (now Jenkins), and database schema versioning with Liquibase
- Train junior developers, assist help desk with code problems and trouble tickets
- Work with project managers on estimates, requirements, and implementation
- Create, edit, and maintain technical library on the company's wiki
- Implement core product while working directly with client stakeholders on-site in Honolulu, Hawaii, and Johannesburg, South Africa

Co-founder - Spider Web Labs   Feb 2004 – Dec 2007

- Responsible for graphic design, revision, approval, and implementation
- Front-end implementation of custom CMS themes for a variety of clients
- Consulted extensively for Active Website, LLC, including lead developer responsibilities for an industrial waste disposal form and electronic signature capable website for Waste Management using PHP5 (http://www.wmsolutions.com/)

Software Developer - Dimension Technology Solutions   1999 – 2003

- Hardware maintenance, troubleshooting and installation, customer support
- Graphic design and web development
- End-to-end design and development of dynamic survey application using ASP and XSLT