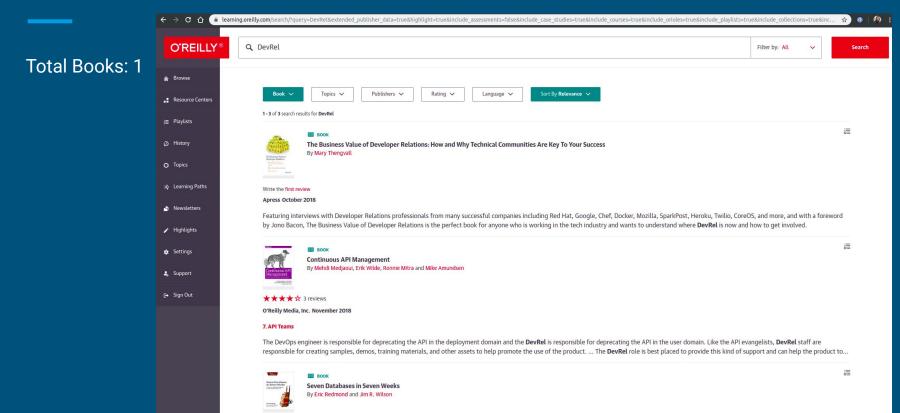
#DevRel

Can you relate?

The DevRel Landscape



Developer Relations: Defined

"At its foundation, the purpose of Developer Relations (or DevRel) is to build relationships with the developer community. DevRel professionals act as a liaison between their company and the developer audience, who are typically the end users of the product. Whereas most professionals have the best interests of the business at the front of their minds driving their day-to-day decisions, DevRel professionals have the best interests of the community as their driving factor. They, of course, care about the success of the business as well--it is, after all, what pays the bills--but they understand that if the community is happy and successful as a result of using the product, the business is far more likely to succeed as well." -- Mary Thengvall, 'The Business Value of Developer Relations'

Why DevRel?

According to "Uncle" Bob Martin, the number of developers in the world doubles every 5 years. That means that every 5 years, half of all developers have almost no experience.

How will our organizations relate to these developers?

Forming positive relationships with Developers will be a primary business requirement from now until the robots take our jobs.

What do we value about human relationships that will drive our organization's structure and activities?

Developers are the future.

Who has their attention?

Who is meeting their needs?

Community is the present.

Why do we gather?

Where do we gather?

What do we measure?

- Who is receiving value?
- Who is the expert?
- Can we measure a vacuum?

What works?

- Alignment of focus, top-down
- Engineering-driven goals
- Fill the gaps in your Developer Experience
- Build things
- Talk about what you've built
- Go the extra mile

What doesn't work?

- Reporting to Marketing
- Reporting to Sales
- Putting the cart before the horse
- Fading into the background of internal support

DevRelopers.io DevRel Services

> Are you a Developer? We can relate.

David Liedle, CEO

@DavidCanHelp
Let's chat!