

Professional Summary

Senior developer advocate and technical marketing leader with 30 years of experience in systems, DevOps, and cloud technologies, specializing in making complex technical concepts accessible and understandable. Proven track record of building developer communities and leading high-visibility projects like AWS Container Days, GitOpsCon, and Kubernetes events while maintaining active Kubernetes community leadership. Known for cross-organizational collaboration and creating educational content that bridges technical capabilities with business value. Deep expertise in infrastructure automation, containerization, and cloud-native technologies. Driven by the belief that technology should improve humanity.

Professional Experience

Senior Developer Advocate, Amazon Web Services — Commerce, MI — Oct 2021 to Present

- ❖ Led key components of Valkey's developer engagement strategy through targeted content creation and global event representation, resulting in increased project participation and product adoption
- ❖ Organized and led Amazon's expansive 50+ speaker, 30+ session re:Invent 2023 Kubernetes and Containers track, increased customer satisfaction (CSAT) scoring metrics for track
- ❖ Taught AWS devs how to do open source for [Finch](#); worked with the dev team to create a build, pull, push, run tool; consulted on tough strategy decisions; built public-facing infrastructure for release
- ❖ Produced multiple AWS Open Source Partner videos in-studio; simplified technical language for a broader audience, drove understanding between partners, product marketing, and program teams
- ❖ Updated the AWS Open Source website; analyzed metrics, established benchmarks, improved performance, and SEO metrics. Updated to the latest design standards. #1 Google rankings.
- ❖ Launched [EKS.news](#), a newsletter covering the latest updates on Amazon Elastic Kubernetes Service (EKS): an additional mechanism to inform customers about new features and updates
- ❖ Trained Kubernetes Product Marketing team in the ways of open source and more about how the CNCF and Kubernetes ecosystem works; used training to provide essential knowledge to the team
- ❖ Authored Amazon EKS 1.22 & 1.23 release blogs; updated customers on critical product changes
- ❖ Co-lead [Kubernetes Contributor Comms](#) team, spreading the word about significant events in the Kubernetes community, including event comms, crisis comms, ecosystem changes, and socials
- ❖ Produced/Hosted Kubernetes Day 0 event AWS Container Day at KubeCon EU 2023 Amsterdam
- ❖ Organized and ran GitOpsCon EU 2021, including everything from marketing, talk selection, and hosting the event with fellow organizers

Principal Technical Marketing Manager, Red Hat — Commerce, MI — Aug 2019 to Oct 2021

- ❖ OpenShift.TV Executive Producer: in charge of finding content, talent, showrunning, marketing, growth, and facilitating technical components of live productions
- ❖ Training others in how to use the infrastructure in place for OpenShift.TV to grow the channel's bench of hosts and producers across the globe
- ❖ Turned OpenShift.TV into a Red Hat corporate branded product: Red Hat Livestreaming
- ❖ Hosted and/or produced over 700 hours of content with over two years of live watch time.
- ❖ Built workshops, Katacoda, and other instructional materials, enabling the field to be informed about Red Hat's cloud native offerings plus competitive intelligence to position products in the market

- ❖ Gave five talks in three days for IBM FastStart 2020; taught sellers and partners about advantages of OpenShift for AI/ML workloads, monitoring capabilities of Prometheus, and technical roadmaps

Principal Product Marketing Manager, Red Hat — Commerce, MI — Jun 2018 to Aug 2019

- ❖ Evangelized [Kubernetes Operators with Ansible](#); engaged leadership to prove value; got developers on a podcast, technical lead on a landing page, presented talks at Red Hat Summit
- ❖ Ansible blog curator, editor, writer, room lead, managed roaming survey staff, providing technical guidance with products and official after-party event security for AnsibleFest 2018
- ❖ Speaker and content creator for multiple public and private Red Hat events over the globe; enabled field to sell and market Ansible to customers intelligently through go-to-market strategy
- ❖ Instrumental in bringing community projects into the Red Hat Ansible Automation suite of tools; enabled creation of standards for testing and acceptance as well as scoring of Ansible content
- ❖ Selected by leadership, peers as Red Hat Product Marketing Awards — Best New Red Hatter 2019

Senior DevOps Advocate — SJ Technologies — Commerce, MI — Jan 2018-Jun 2018

- ❖ Built Ansible-based infrastructure testing tool to identify quality concerns between functional areas delivery virtual machines; suggested remedies to reduce handoffs and increase automation
- ❖ Set up Ansible automation to deploy Confluent Kafka; made OpenShift deployment for Kafka UI
- ❖ Represented SJ Technologies as a public speaker at events across North America; spread our DevOps practice message in talks based on research, experiences, and observations
- ❖ Worked with BizDev, Sales, and Marketing teams to build new customer relationships and marketing materials to attract customers and leveraged social media to build branding

Manager, DevOps — Bankrate — Detroit, MI — June 2017-Nov 2017

Global DevOps Engineer — Solarwinds MSP — Durham, NC — June 2016-June 2017

Senior IT Analyst — Duke School of Medicine — Durham, NC — Dec 2015-June 2016

Systems and Security Engineer — LCMS Plus, Inc — Chapel Hill, NC — July 2015-Dec 2015

Platform Support Engineer — Windstream Hosted Solutions — Cary, NC — May 2014-July 2015

Linux System Administrator — Cree — Durham, NC — Mar 2014-May 2014

Network/Systems Security Engineer — McClatchy Interactive — Raleigh, NC — June 2012-Mar 2014

Linux Systems Administrator — College Foundation, Inc. — Raleigh, NC — Feb 2012-June 2012

Support Operations Specialist — McClatchy Interactive — Raleigh, NC — Jan 2011-Feb 2012

Cyber Transport Systems (Communications and Intelligence) — US Air Force — Nov 1999-Dec 2010

Entire professional history, work experience, and training available at <https://chrisshort.net/>

Education and Certifications

- ❖ AAS, Community College of the Air Force, Electronic Systems Technology, Aug 2010
- ❖ CompTIA Network+ (Verification [ZZ6VGN6LSCBEYCBN](#))
- ❖ Red Hat Certified System Administrator (RHEL 6 - Certification ID: 120-179-858)
- ❖ Red Hat Certified Specialist in Ansible Automation (Ansible 2.3 - Certification ID: 120-179-858)
- ❖ Pragmatic Marketing Certified - Level II; Foundations and Focus Pragmatic Marketing Framework
- ❖ Additional accomplishments on [Credly](#)