


WHAT ORG
SHOULD DEVREL
REPORT INTO?



@leggetter

B|adeRunnerJS

nexmo

 **tru.id**

(series ?)

(series D)

(seed)

 **PUSHER**
(seed)

 **PUSHER**
(pre series A)

 **VONAGE**
(enterprise)

ACQUIRED

2011

2013

2014

2016

2017

2020



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WHICH ORG DID DEVREL REPORT INTO?

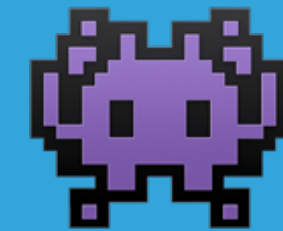
- ▶ Product: define vision, strategy, priorities
- ▶ Engineering: build
- ▶ Marketing: take to market, generate leads
- ▶ Sales: acquire customers, upsell



SCENARIO: PUSHER (SEED)



\$1 MILLION SEED



1 PRODUCT



7 EMPLOYEES



YEAR 1



DEVREL GOALS & RESPONSIBILITIES: PUSHER (STARTUP)

- ▶ AAARRRP Goals
 - ▶ Awareness
 - ▶ Acquisition
 - ▶ Product
- ▶ 1 Developer Evangelist
- ▶ Everyone Helping across the company

Reporting to Co-founders



* <http://j.mp/AAARRRP>



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B|adeRunnerJS

(series ?)



PUSHER

(seed)



2011

2013

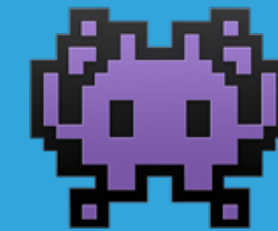


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SCENARIO: BLADERUNNERJS/CAPLIN SYSTEMS (SERIES A)



OPEN SOURCE



5+ PRODUCTS



100+ EMPLOYEES



YEAR 10

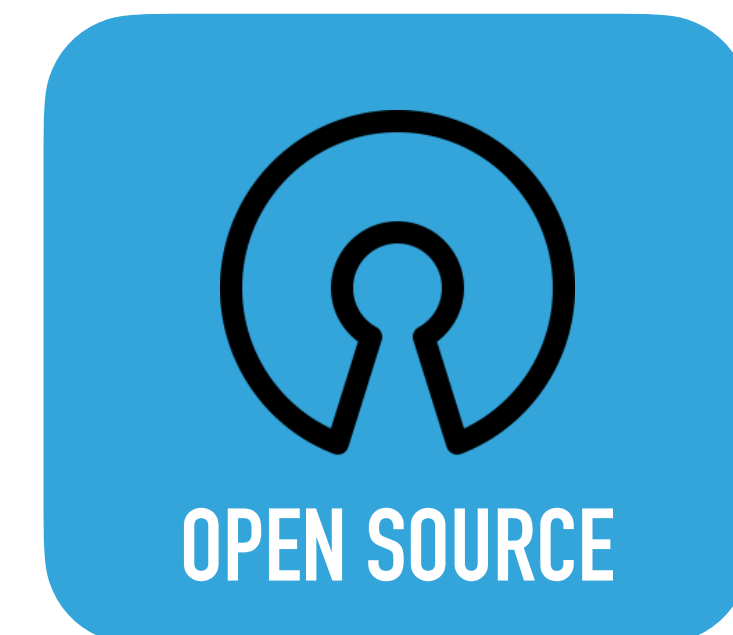


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DEVREL GOALS & RESPONSIBILITIES: BLADERUNNERJS

- ▶ AAARRRP Goals
 - ▶ Awareness
 - ▶ Retention
 - ▶ Product
- ▶ 1 Developer Evangelist
- ▶ 4 Engineers
- ▶ Help across the company

Reporting to Engineering Manager



B|adeRunnerJS

(series ?)

 **PUSHER**

(pre series A)

2013

2014



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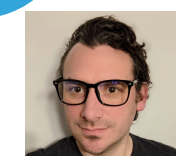
SCENARIO: PUSHER (PRE SERIES A)



DEVREL GOALS & RESPONSIBILITIES: PUSHER (PRE SERIES A)

- ▶ AAARRRP Goals
 - ▶ Awareness
 - ▶ Acquisition
 - ▶ ~~Product~~
- ▶ 1 Community Manager
- ▶ 2 Developer Evangelists
- ▶ Help across the company

Reporting to Head of Marketing



nexmo

(series D)

 **PUSHER**
(pre series A)

2014

2016

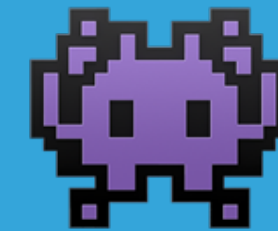


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SCENARIO: NEXMO (SERIES D)



\$28.1 MILLION



5 PRODUCTS

► API platform. Sales-driven organisation.



150+ EMPLOYEES



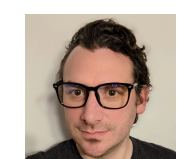
YEAR 4



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DEVREL GOALS & RESPONSIBILITIES: NEXMO (SERIES D)

- ▶ AAARRRP Goals
 - ▶ Awareness
 - ▶ Acquisition
 - ▶ Product
- ▶ Company Goal
 - ▶ Be Acquired?
- ▶ 1 Community Manager
- ▶ 5 Developer Advocates



nexmo

(series D)

V VONAGE

(enterprise)

ACQUIRED

2016

2017

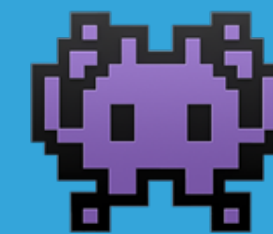


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SCENARIO: VONAGE (ENTERPRISE)



LISTED ON NYSE



10+ PRODUCTS &
SERVICES



9 ACQUISITIONS



2300+ EMPLOYEES



FOUNDED 2001



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DEVREL GOALS & RESPONSIBILITIES: VONAGE (ENTERPRISE)

- ▶ AAARRRP Goals

- ▶ Awareness

- ▶ Acquisition

- ▶ Activation

- ▶ Revenue (2019)

- ▶ Product



TUTORIALS/BLOGS



EVENTS: TALKS &
HACKATHONS



DOCS



SDKS



API STANDARDS



ONBOARDING



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DEVREL STRUCTURE: VONAGE (ENTERPRISE)

- ▶ DevRel within Platform & Developer Experience

- ▶ Product + Engineering Marketing/Community

- ▶ 42 people and growing

Reporting to CPO then VP Product

Marketing wanted parts of DevRel to report to them



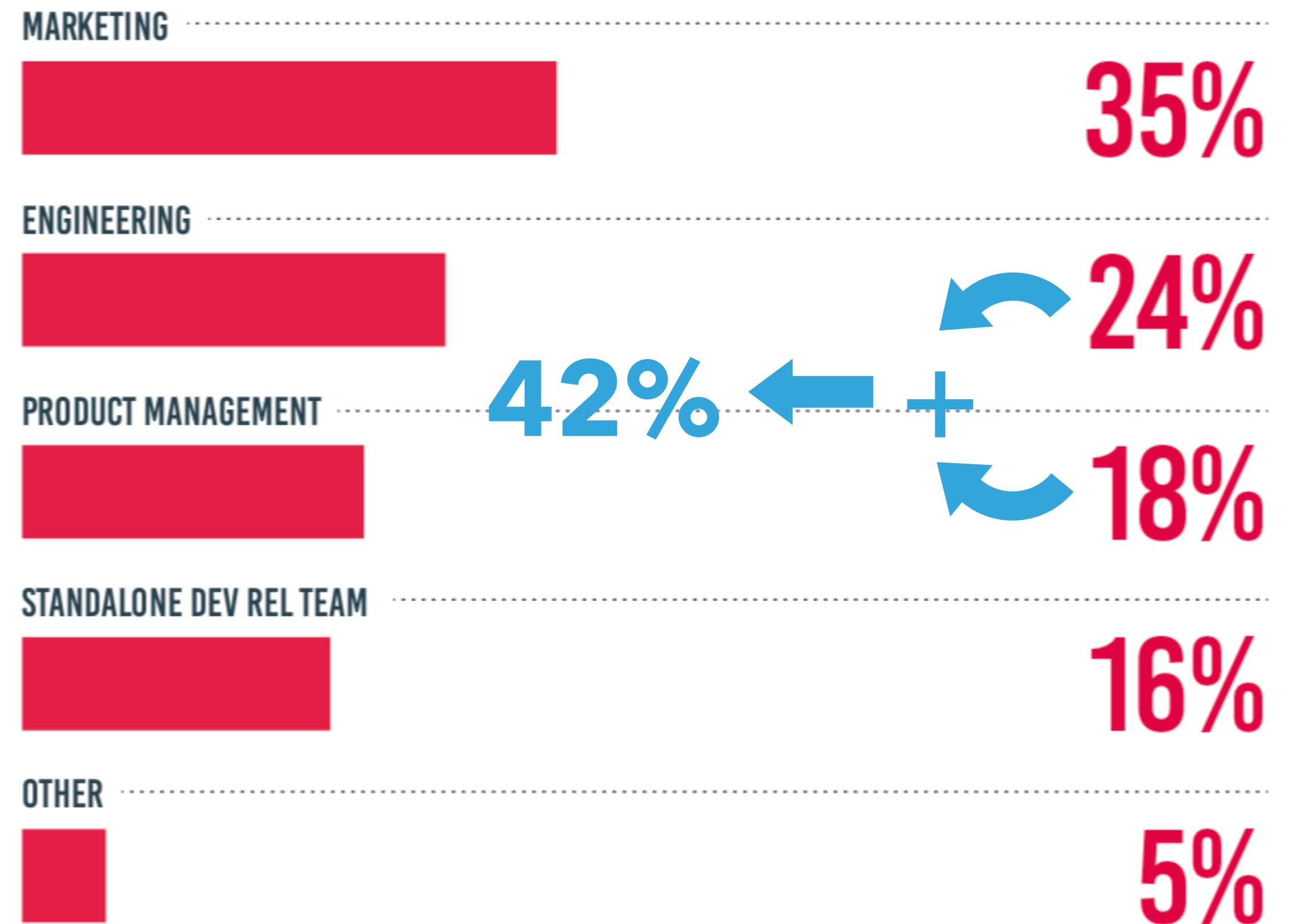
INSIGHT



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2019 STATE OF DEVREL REPORT

- ▶ Product & Engineering are often grouped

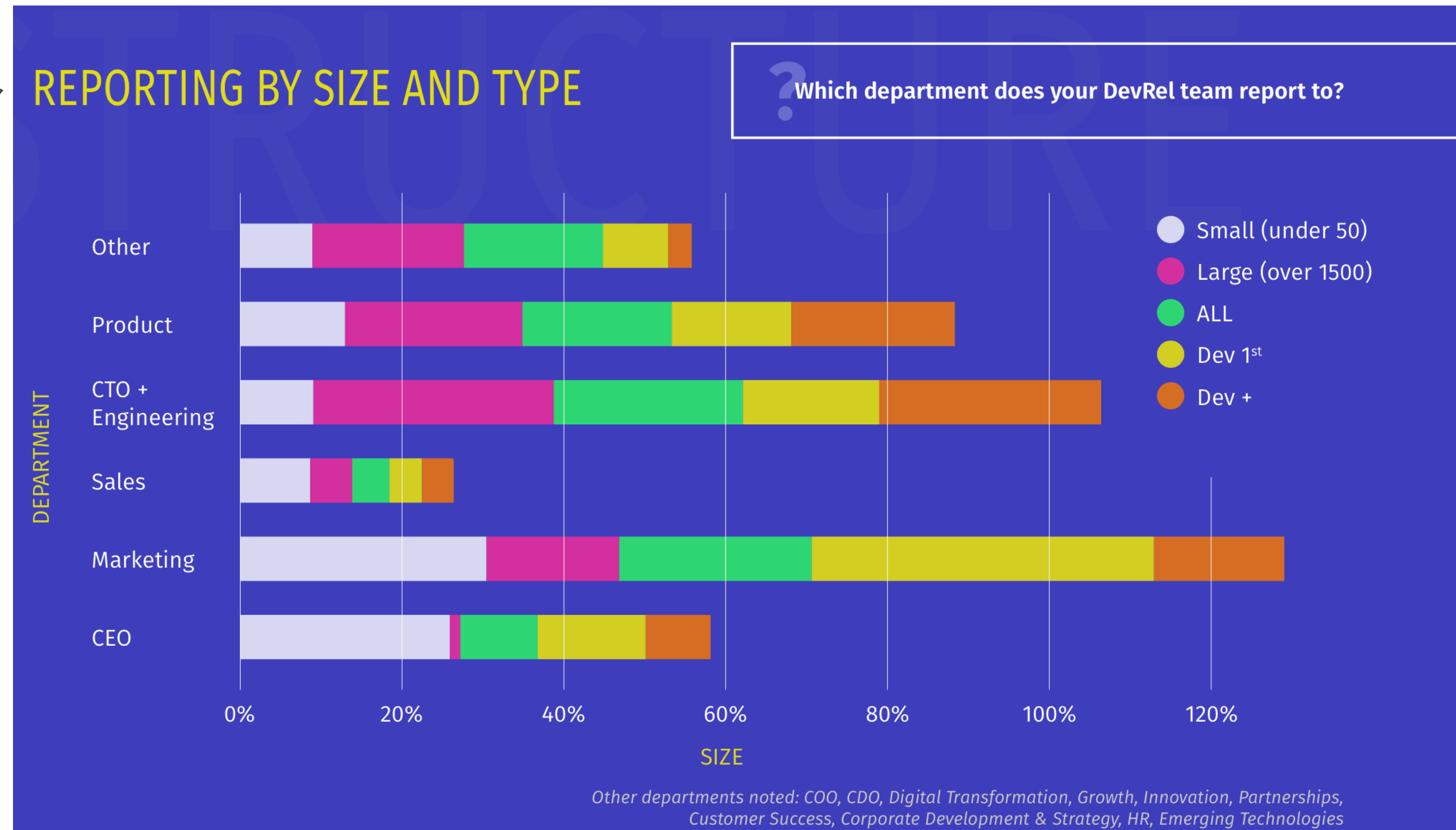


[State of Developer Relations 2019 by Hoopy](#)



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- ▶ Larger companies (>1,500) report to either Product or Engineering
- ▶ 41% of Developer First report to Marketing
- ▶ Smaller companies (<50) report to Marketing

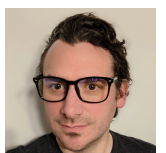


[Source: State of DevRel 2020: WIP/Revere Communications Inc.](#)



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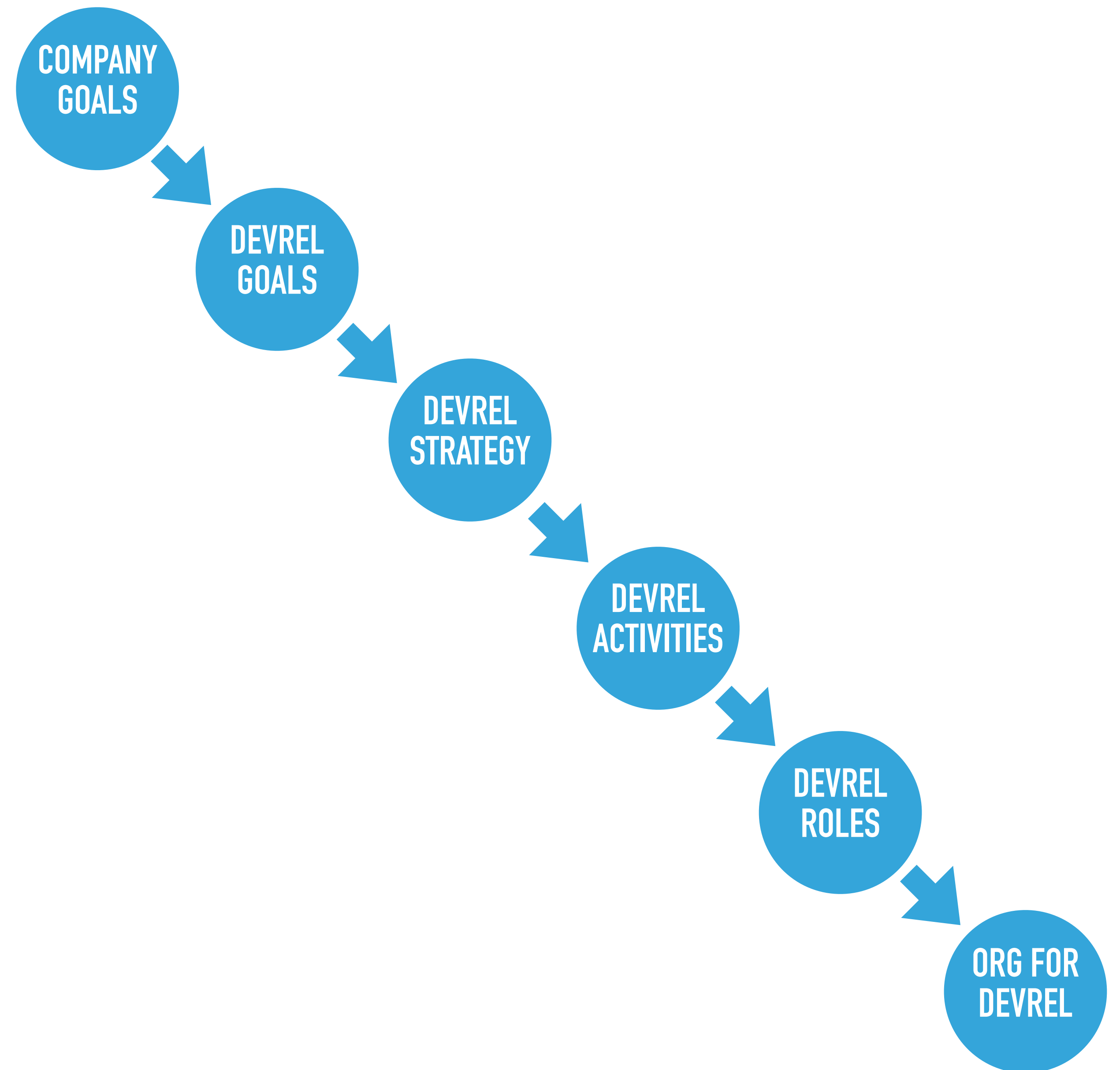
OPINION



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AN ORG PROVIDES

- ▶ Org Goals
- ▶ Activities
- ▶ Roles
- ▶ Budget 💰 (influencer)
- ▶ Leadership support (influencer)
- ▶ But...
- ▶ Don't Start with any of this (ideally)
- ▶ Start with...





Thanks!

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