



**DEVELOPERS
ARE THE
RAINMAKERS**

HELLO!



Baruch Sadogursky

I did DevRel before I knew it has a name

Employee ~6 of JFrog (\$FROG)

HELLO!

Baruch Sadogursky

I did DevRel before I knew it has a name
DevRel Advisor at large

Board and Advisor Roles

Number of Current Board & Advisor Roles
9

Baruch Sadogursky holds 9 board and advisor roles including Developer Relations Advisor at **Configu**, Developer Relations Advisor at **Plumbr.ai**, and Developer Relations Advisor at **Novu**.



Configu
Developer Relations Advisor
Feb 1, 2023



Plumbr.ai
Developer Relations Advisor
May 1, 2022



Novu
Developer Relations Advisor
Feb 1, 2022



Arnica
Developer Relations Advisor
Feb 1, 2022



AtomicJar
Developer Relations Advisor
Dec 1, 2021



Lightrun
Developer Relations Advisor
Sep 1, 2021



Permit.io
Developer Relations Advisor
Sep 1, 2021



Sprk
Developer Relations Advisor
Sep 1, 2021



Synthesized
Investor
2021

EMOTIONALLY EXPRESSIVE



Israel
Russia
France

Spain

Italy

U.S.

Brazil

India

Mexico

Saudi Arabia

Philippines

CONFRONTATIONAL

AVOIDS CONFRONTATION

Netherlands

Germany

Denmark

U.K.

Sweden

Korea

Japan

EMOTIONALLY UNEXPRESSIVE

***DOES MY
COMPANY
NEED
DEVELOPER
RELATIONS?***



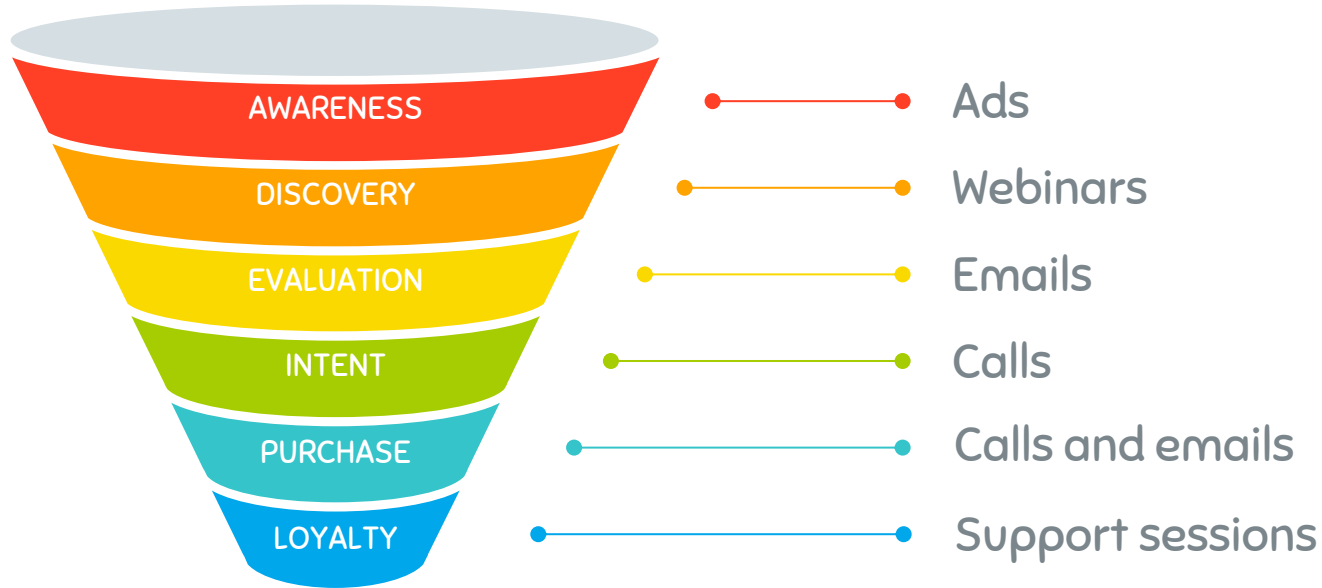
RELATIONS EXIST



***EVERYBODY
IMPACT
COMPANY'S
DEVELOPER
RELATIONS***



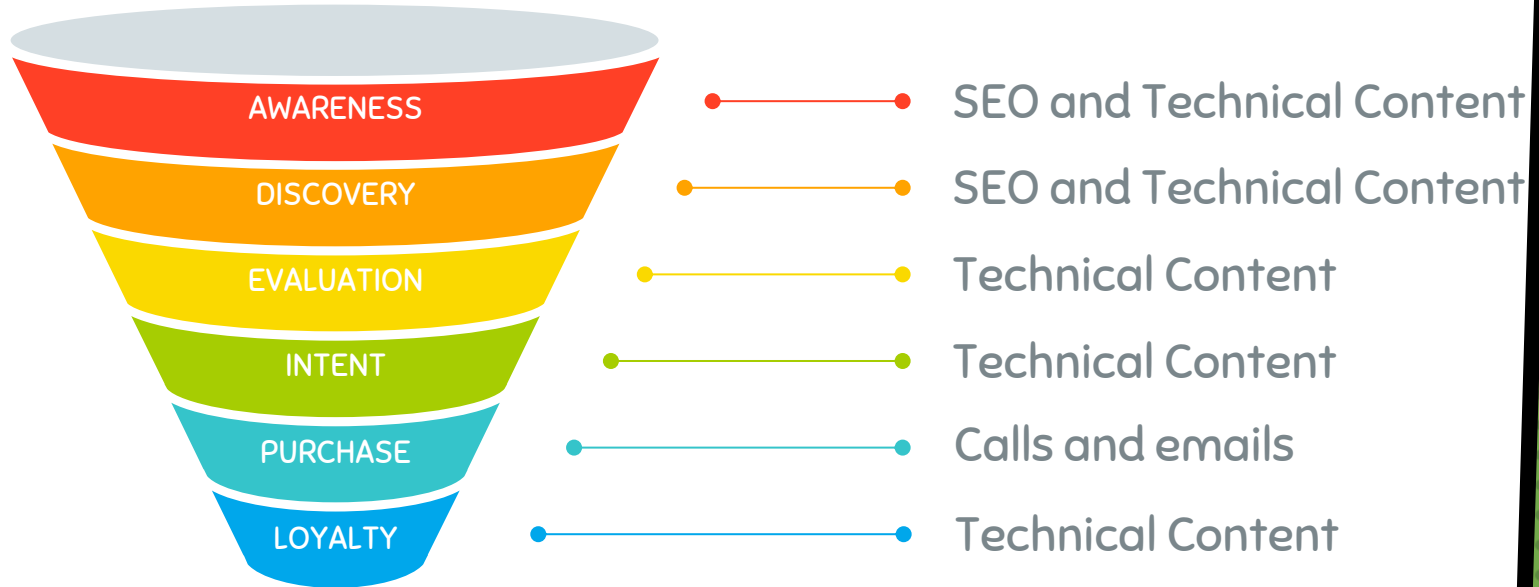
MARKETING FUNNEL!



***DEVELOPERS
DISTRUST
TRADITIONAL
MARKETING***



DOING IT RIGHT





***SO, IT'S A
MARKETING FUNNEL?***

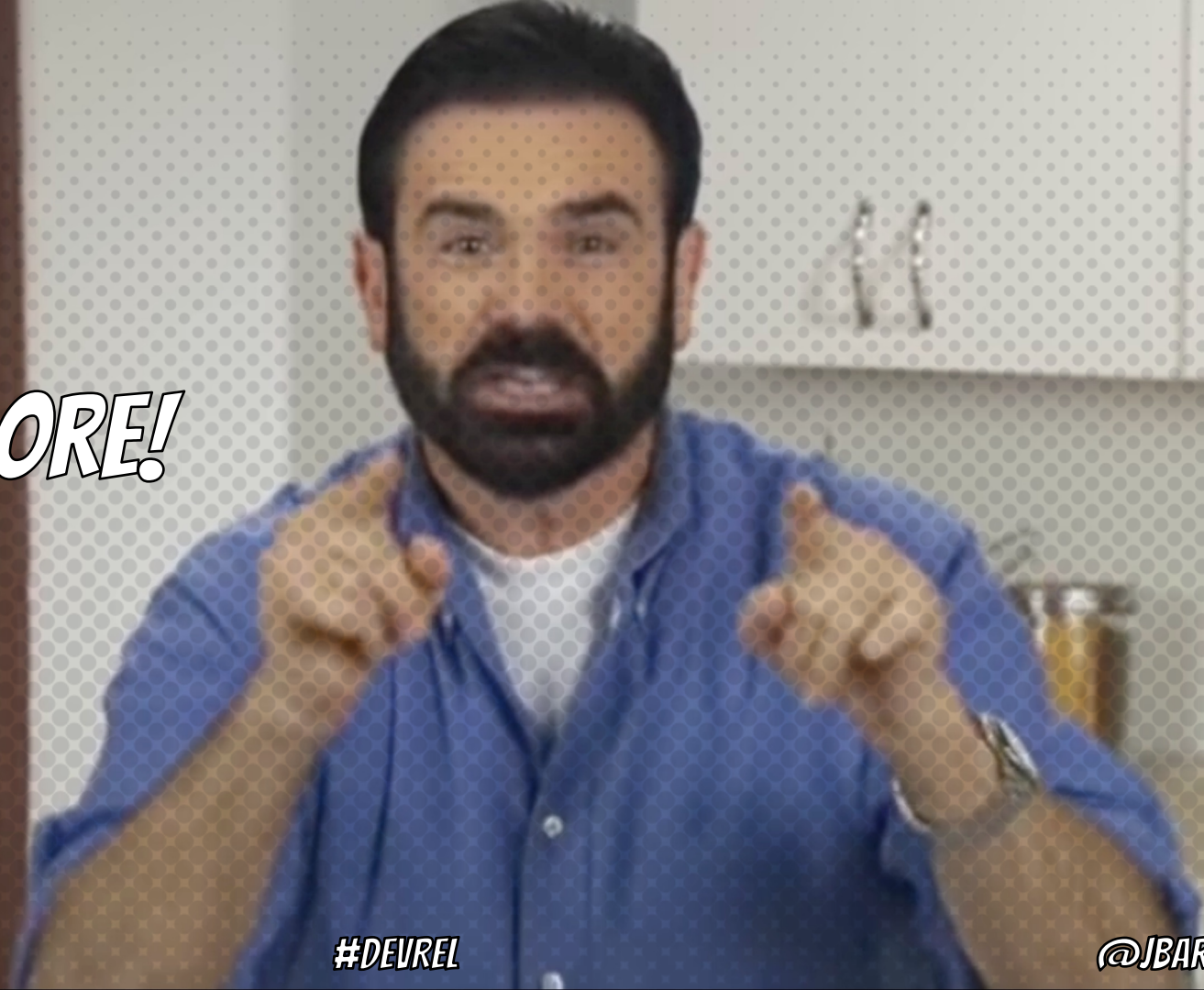
Well yes, but actually no

[LINKD.IN/JBARUCH](https://www.linkedin.com/company/jbaruch)

#DEVREL

@JBARUCH

***BUT WAIT,
THERE IS MORE!***

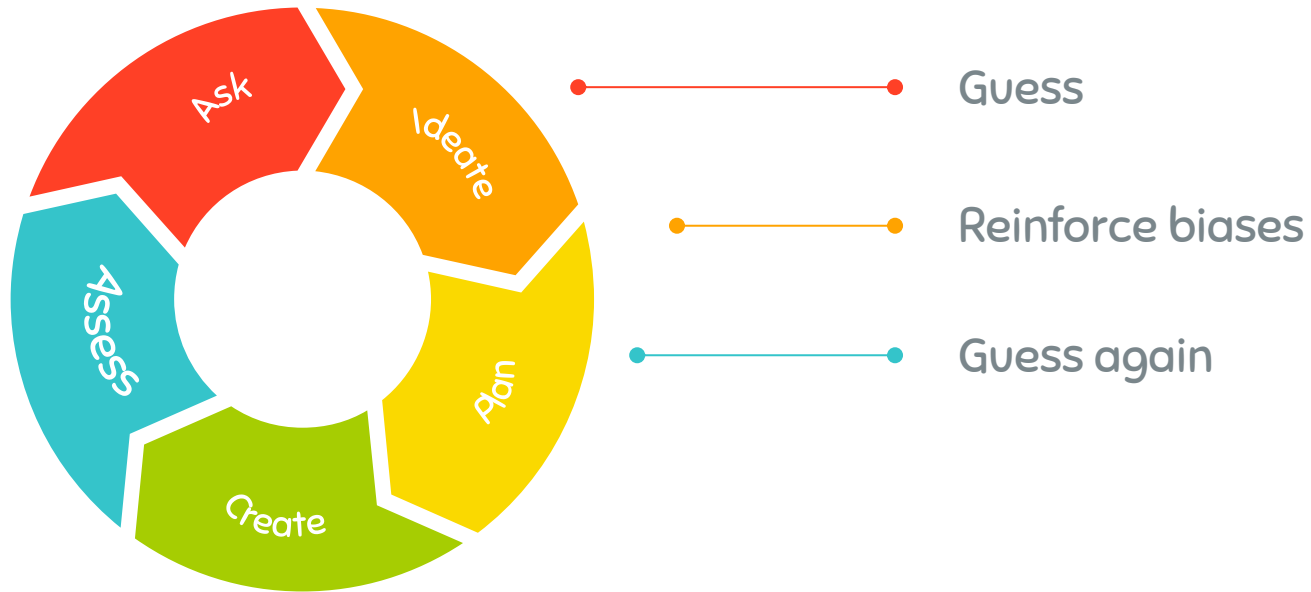


LINKD.IN/JBARUCH

#DEVREL

@JBARUCH

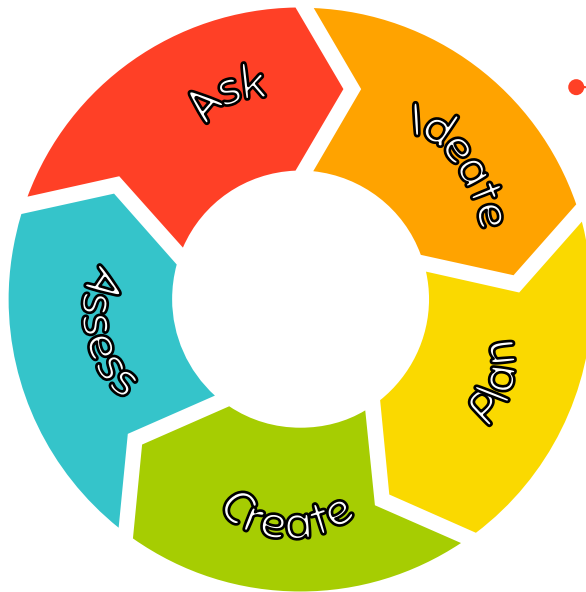
PRODUCT DESIGN PROCESS!



***PRODUCT HAS
A HARD TIME
PREDICTING
THE RIGHT
FEATURES***

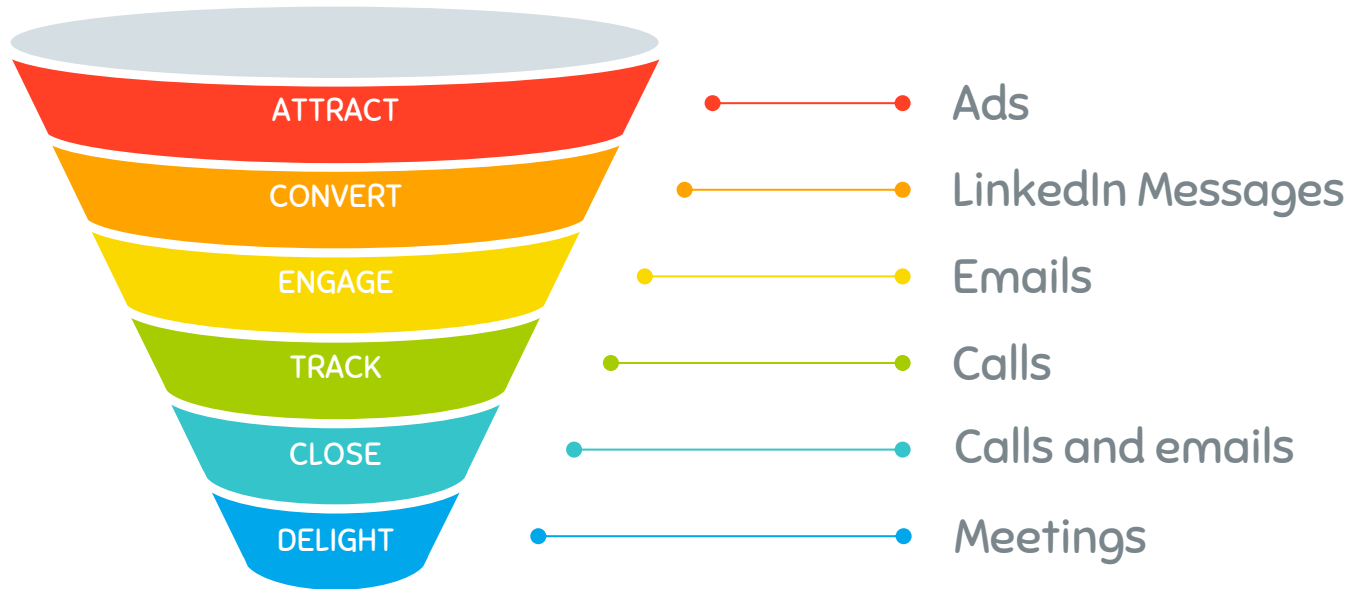


DOING IT RIGHT



- Ask Developers
- Ask Developers
- Ask Developers

HEADHUNTING FUNNEL!



A cartoon illustration of a man with spiky orange hair and glasses, looking thoughtful. The background is a blue gradient with a halftone dot pattern. The man's face is also filled with a halftone dot pattern.

WAIT A SECOND, IS IT A SAME SLIDE?

***DEVELOPERS
HATE
COLD
CALLS
(AND MESSAGES)***



NOT ONLY CALLS, BTW...



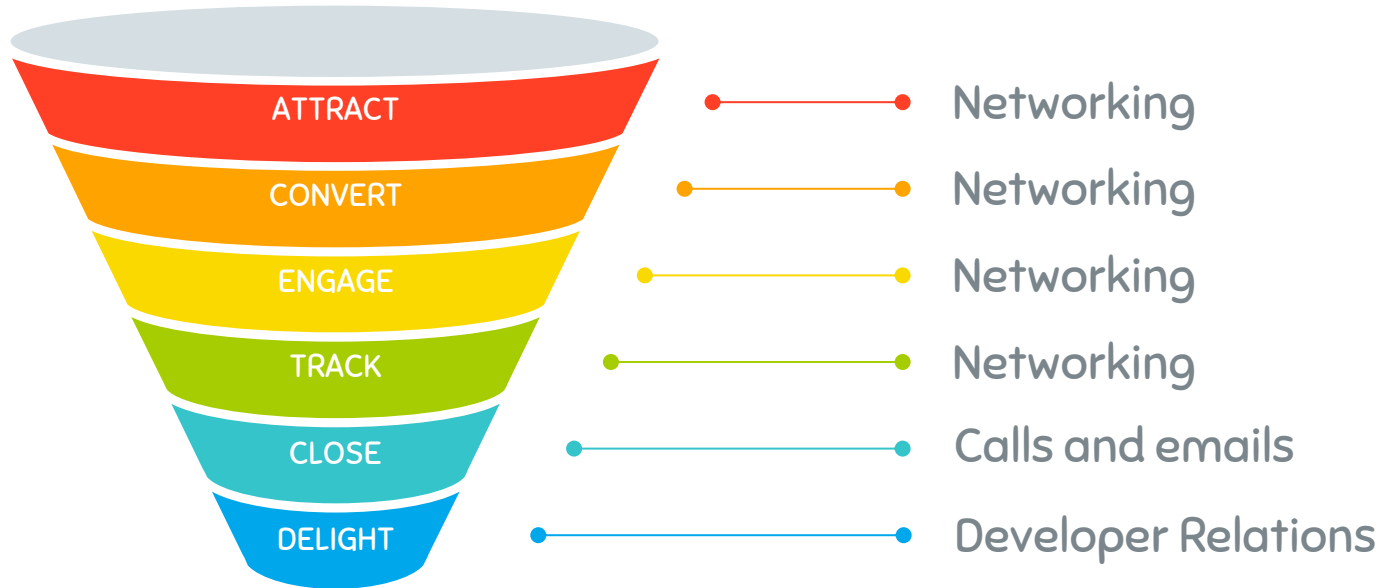
██████████ 10:47 PM

VP of DevRel leadership role at developer tools unicorn company | Insight Partners recent investment \$412m

Hi 🇺🇸,

I'm reaching out from ██████████ about a VP/Head of Developer Relations opportunity at a company that's changing how developers operate, ██████████. I reached out previously via email, but wanted to send a note through LinkedIn too

DOING IT RIGHT

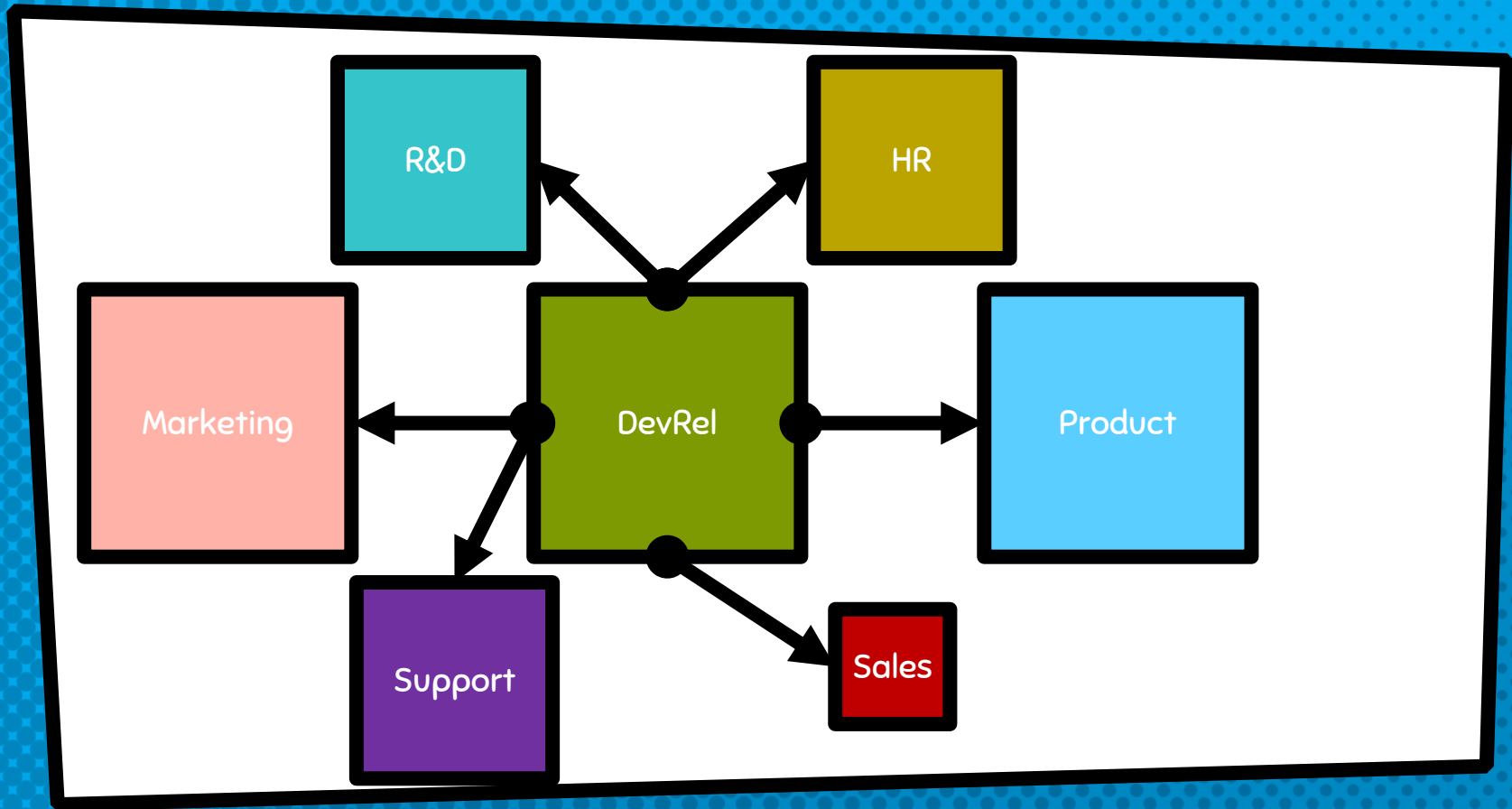


***R&D TEAMS
FEEL
UNAPPRECIATED***



***EMPOWERING
DEVELOPERS,
BUT
FOR REAL***

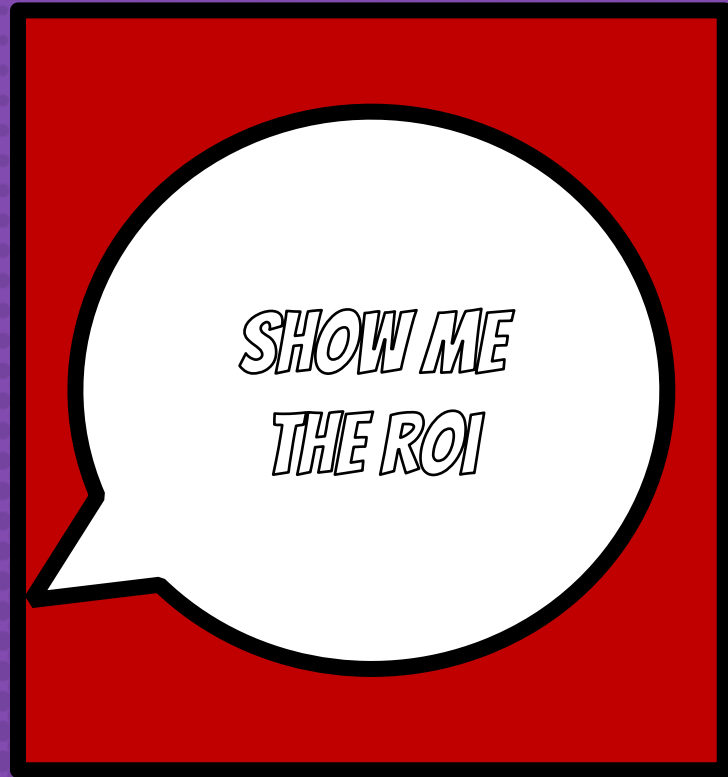




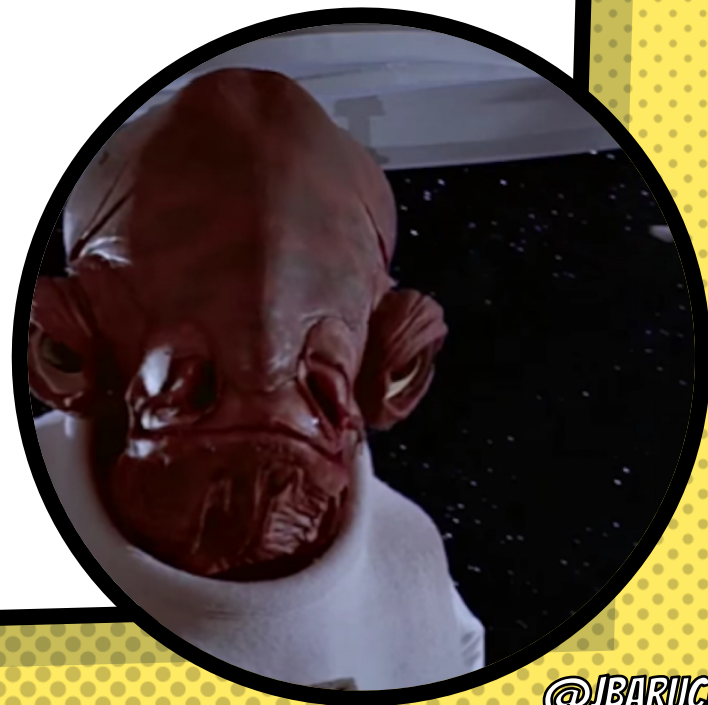
YES,



BUT

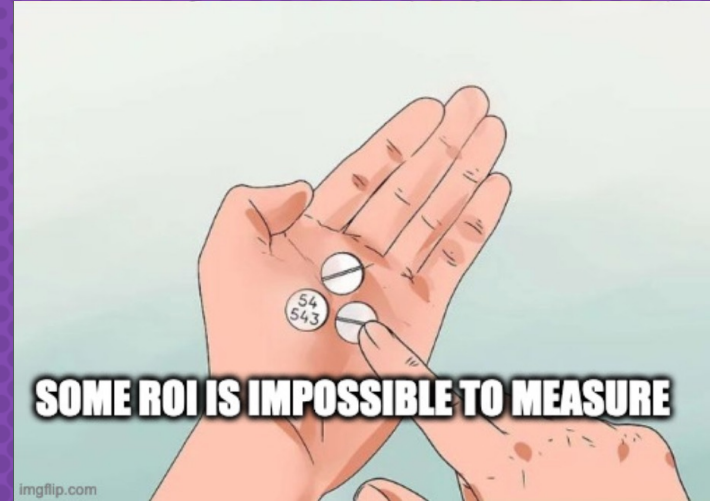


***ROI
IS A
TRAP***

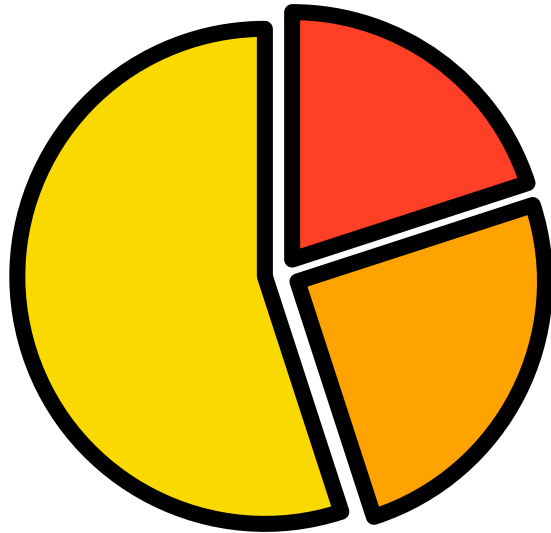




***"WITHOUT DATA, YOU'RE JUST
ANOTHER PERSON WITH AN
OPINION"***



WHERE THE LEADS/SALES COME FROM?



- PPC/Ads
- Subject SEO
- DevRel

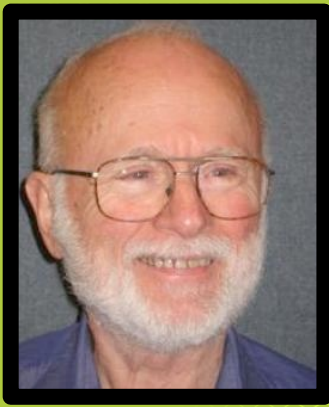
***MEASURE WHAT
MAKES SENSE***

***HAVE TRUST & VISION
FOR EVERYTHING ELSE***





***"THE PLURAL OF ANECDOTE IS
NOT DATA"***



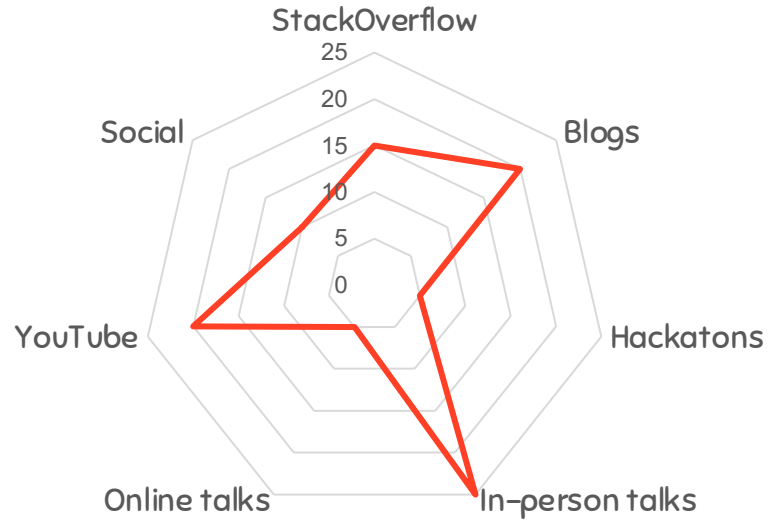
***"THE PLURAL OF ANECDOTE IS
NOT DATA"***

LINKD.IN/JBARUCH

#DEUREL

@JBARUCH

WHERE TO INVEST?



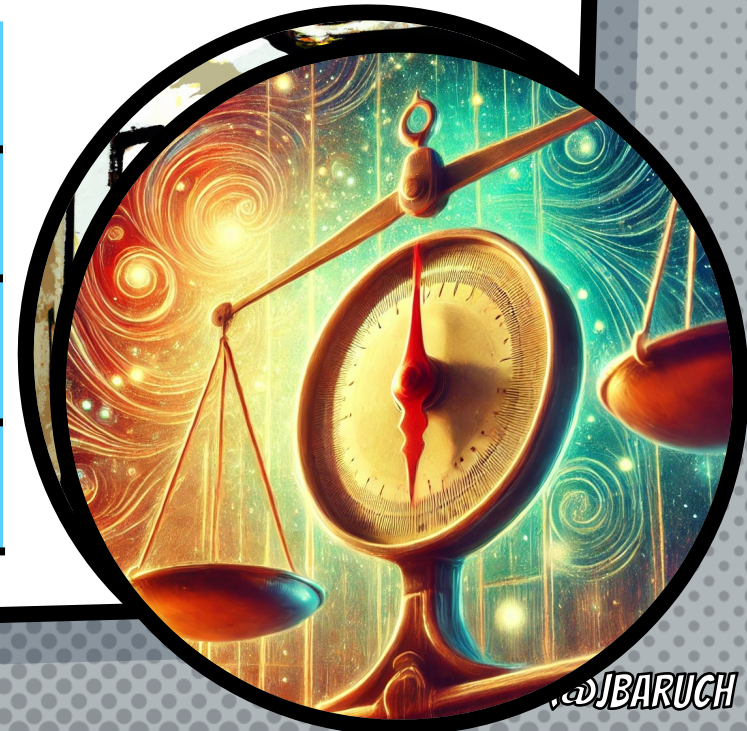
REUSE CONTENT



Blog post is a YouTube video is a conference talk

TOUGH CALL

<i>ONLINE</i>	<i>IN PERSON</i>
Broader Reach	Better Engagement
Measurable*	Building Relationships
No Travel	Better Feedback



YOUR DEVREL TEAM



surreal artistic diverse
of diverse group costumes;
are wear costumes with symbols;
The group includes women
includes men

A close-artistic depiction
diverse others
They're tech.-oriented
like intricate costumes
like circuit patterns,
and many and screens.

cod symbols
primary
non-binary

LINKD.IN/JBARUCH

#DEVREL

@JBARUCH

WHO'S WHO

TITLE

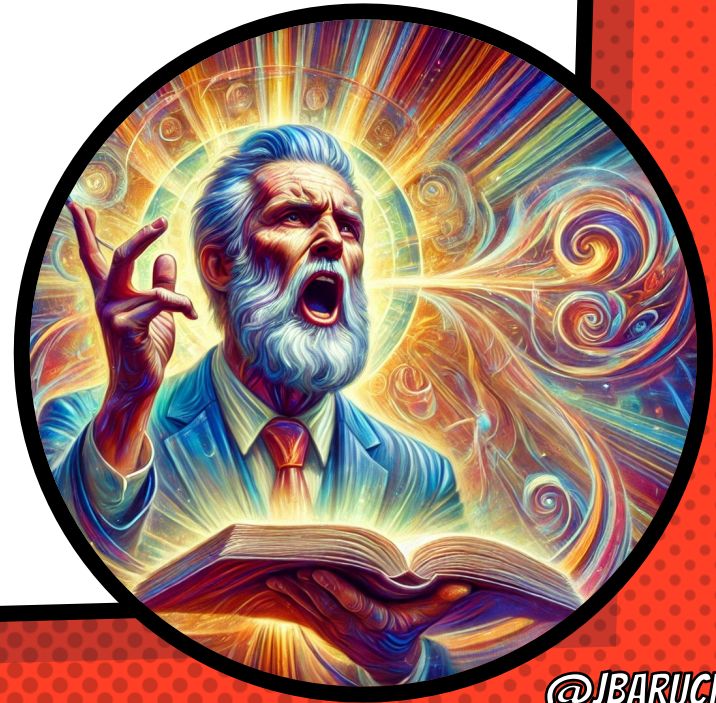
JOB

Dev Advocate/
Tech Evangelist

Content, Delivery



EVANGELIST VS ADVOCATE



WHO'S WHO

TITLE	JOB
UX Expert	Product Feedback
Tech Writer	Content
DevRel Engineer	Content
DevRel Manager	Remove Obstacles and Let Team Run





TECHNICAL



**LIKES
PEOPLE**

@YEALWIR



DOESN'T CONSIDER "MARKETING" TO BE A PROFANITY

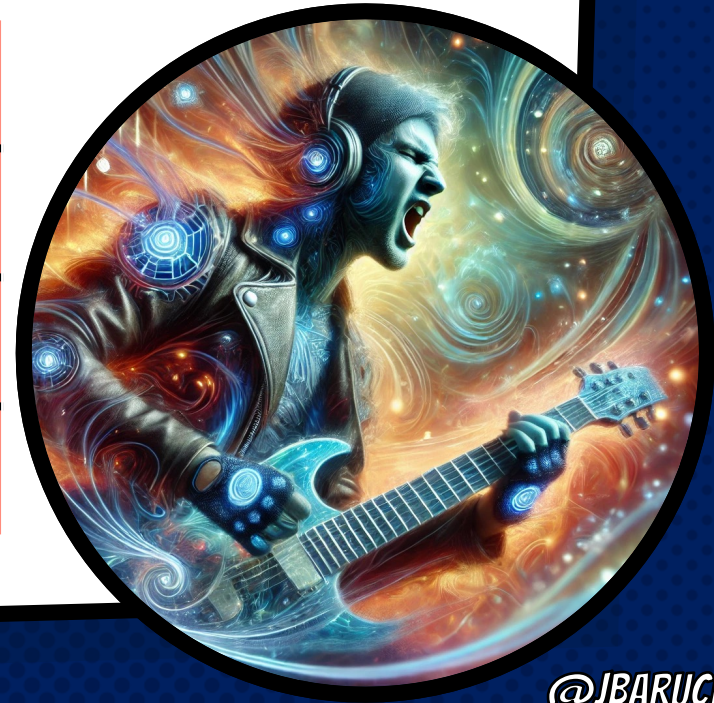
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@JBARUCH

HIRING A ROCK STAR

<i>PROS</i>	<i>CONS</i>
Established Brand	THEIR Brand
Experience	Burnout
Network	THEIR Network

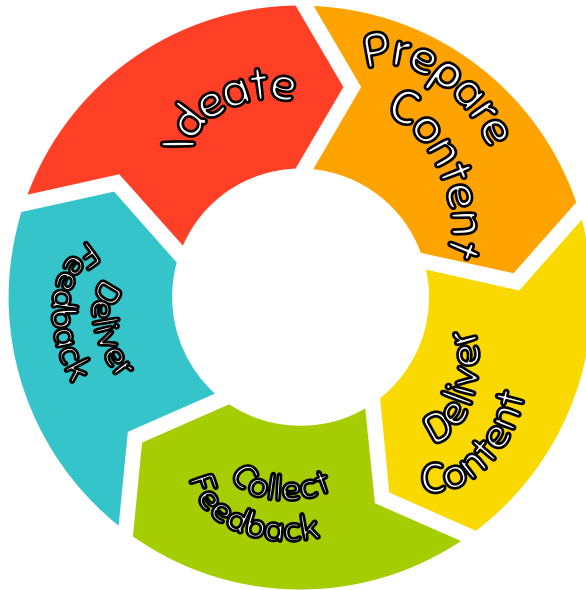


RAISING A ROCK STAR

<i>PROS</i>	<i>CONS</i>
Eager to learn	Lack of DevRel knowledge
Knows the product	Requires mentoring
Technical skills	Loosing resource on another team
Cheaper	



A DAY WEEK MONTH IN DEVREL



***HOW DO I
BUILD MY
PRODUCT
FOR BETTER
DEVREL?***





MAGIC SHOULD BE FREE

LINKD.IN/JBARUCH

#DEUREL

@JBARUCH

A close-up photograph of Tom Cruise holding a mobile phone to his ear. He has a frustrated or angry expression on his face, with furrowed brows and a wide-open mouth as if shouting. The background is blurred, showing what appears to be an office or public space. The image has a halftone dot pattern overlay.

SHOW ME THE MONEY!

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[#DEUREL](https://twitter.com/DEUREL)

[@JBARUCH](https://twitter.com/JBARUCH)



PHASE 1 PHASE 2 PHASE 3

Give
away the
exciter



Profit





PHASE 1 PHASE 2 PHASE 3

Give
away
chaos

Sell
order

Profit



BARUCH'S THREE-STEP PRODUCT MODEL FOR DEVREL

Exciter:

- Personal
- Free
- Exciting

Collab:

- Team
- \$\$: below radar
- Collaboration

Control:

- Enterprise
- BIG \$\$\$\$
- Compliance

YES,

*OUR
OPENSOURCE
IS AWESOME!*

BUT

*NO-ONE
NEEDS THE
COMMERCIAL
SPIN*

Q&A AND SOCIAL ADS



Any questions?

You can find me at @jbaruch (everywhere) & i.am@jbaru.ch