

# Matthew Makai



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## Primary Capabilities

### Developer Marketing & Sales

- > Developer product adoption
- > Technical content
- > Product-led growth
- > Developer evangelism
- > Developer-led sales strategy

### Remote Team Management

- > Results-oriented work cultures
- > Globally-distributed operations
- > Polyglot development teams

### Software Development

- > Python (primary)
  - > JavaScript (secondary)
- (yes, I still code, so that I can recruit & lead the best devs for my org!)

## Work

**LaunchDarkly** | Washington, D.C. (remote) | May 2024 - Present | [launchdarkly.com](https://launchdarkly.com)

### Vice President of Developer Relations & Developer Experience.

Leading developer acquisition for a rebuilt self-service business in the Product organization. Own docs, dev events, technical content and other developer executions to drive the business.

**AssemblyAI** | Washington, D.C. (remote) | Apr 2023 - May 2024 | [assemblyai.com](https://assemblyai.com)

### Vice President of Developer Relations & Growth Marketing.

Led Marketing with significant focus on developer relations and growth marketing including blog, docs, lifecycle marketing, demand gen, YouTube, social channels, and marketing analytics.

**Twilio** | Washington, D.C. & San Francisco, CA | Jan 2014 - Feb 2023 | [twilio.com](https://twilio.com)

**Senior Director, Builder Content** (2022-23). Promoted from **Director, Developer Content** (2020-22).

**Sr. Manager, Dev Voices** (2018-20). **Manager, Dev Evangelism** (2015-18). **Dev Evangelist** (2014-15).

Led an organization of 30 responsible for traffic and self-service growth including signups, API calls and product spend metrics that drive our developer-led sales motion. Learn more: <https://bit.ly/plg-growth>

**Excella Consulting** | Washington, D.C. | Sept 2010 - Nov 2013 | [excella.com](https://excella.com)

**Managing Consultant** and **Python Practice Lead**. Promoted from **Senior Consultant**.

Created and ran Excella's Python practice, about \$2 million/year in revenue (15 consultants). Developed, performed code reviews and mentored newer programmers. Brought in five new major clients.

**Sapient** | Arlington, VA | Dec 2009 - Sept 2010 | [sapient.com](https://sapient.com)

**Senior Associate Software Developer**.

Led a team of Java developers to implement a cleared forensic evidence tracking system for the FBI's Operational Technology Division based in Arlington and Quantico, Virginia.

**Booz Allen Hamilton** | Charlottesville, VA | Jul 2007 - Dec 2009 | [boozallen.com](https://boozallen.com)

**Senior Consultant**.

Developed Java-based biometrics applications for the Department of Defense to transform millions of records from upstream collection systems into structured entities that could be searched and modified.

**Freddie Mac** | Tyson's Corner, VA | May-Aug 2004, Jun 2005 - Jul 2007 | [freddiemac.com](https://freddiemac.com)

**Programmer Analyst**. Promoted from **Programmer Analyst Associate**. Previously **Intern** in 2004.

Designed and developed multiple internal enterprise accounting applications that directly reduced the number of days required to complete Freddie Mac's external financial reporting process.

## Advising & side projects

**Ubiquity Ventures** | 2017 - Present | [ubiquity.vc](https://ubiquity.vc)

**Extended Team Member. Developer Relations and Go-to-Market Strategy Advisor.**

Ubiquity Ventures is a seed-stage venture capital firm investing in software in the real world. We take an "early and nerdy" approach to investing in smart hardware and machine intelligence applications.

**Plushcap** | 2022 - Present | [plushcap.com](https://plushcap.com)

Analytics on developer-focused companies with self-service go-to market motions.

**Full Stack Python** | 2012 - 2022 | [www.fullstackpython.com](https://www.fullstackpython.com)

An open source book, read by over 250,000 developers each month, that teaches readers how to build, deploy and operate Python-powered applications.

**Python for Entrepreneurs. Introduction to Ansible.** | Talk Python to Me

Video courses: [bit.ly/python-entrepreneurs](https://bit.ly/python-entrepreneurs) and [bit.ly/intro-ansible](https://bit.ly/intro-ansible).

## Education

**University of Virginia** M.S. Management of Information Technology 2010

**Virginia Tech** M.S. Computer Science and Applications 2008

**James Madison University** B.S. Computer Science 2005

Source code for this resume:  
[bit.ly/matt-makai-resume-src](https://bit.ly/matt-makai-resume-src)