

What is a Technology Evangelist?

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How Did I Get Here?

- 1977 – First job – Retail Computer Store
- 1997 – Microsoft Visual Basic Team
- 2002 – Amazon Web Services

Highlights

- Goals of Evangelism
- Attributes / Requirements
- Activities

Evangelism Goals

- Raise awareness of product
- Get developers to use product
- Gather market feedback
- Elements of:
 - Marketing
 - PR
 - Sales
 - Development
 - Technical communication



Attributes / Requirements

- Represent a great product
- Technically skilled
- Honest, open, direct
- Enthusiastic
- Communicative
- Energetic
- Independent
- Self-motivated
- Connected



Evangelism Activities

- Planning trips
- Executing trips
- Creating presentations
- Blogging
- Meeting developers
- Podcasting / screencasting
- Writing
- Coding
- Relating



Thanks!

For more info:

- Jbarr@amazon.com
- <http://www.jeff-barr.com>
- <http://aws.typepad.com>
- gNote – Global Network of Technology Evangelists
- Books by Guy Kawasaki
- “Creating Customer Evangelists”