



SNAPSHOT PROFILE

CREATOR, COMMUNICATOR, CATALYST

A true believer in open source, community, and developers' ability to change the world. A Java Champion, [@DevNexus](#) founder, and [Live-Demo Trapeze Artist](#) with a passion to engage, educate, enable, and energize developers in pursuit of mastering their craft.

DEVELOPER OUTREACH & MARKETING—CRAFTING DEVELOPER EXPERIENCE

A lifelong developer advocate, community organizer, and technology evangelist, Burr is currently Red Hat's Director of Developer Experience, leading and integrating all aspects of developer-facing events/outreach and associated developer marketing programs. In this role, he also provides vision, strategy, and tactical leadership for ~200 engineers within Red Hat's Developer Tools & Programs Business Unit and an additional 30-40 engineers hand-selected for the complex, interactive [live demo keynotes](#) he scripts and orchestrates for Red Hat Summit, the company's premier annual event.

DEVELOPER THOUGHT LEADERSHIP—GLOBAL ENGAGEMENT & METRICS

Burr and the international team he leads are keynote and featured speakers at leading technology events around the globe, in 2017 delivering 223 live demos and sessions to 33,100+ developer attendees and achieving [blog readership](#) of 146,000+ developers. During the same period, the team also debuted its '[DevNation Live](#)' semi-monthly developer webcast series—registering 16,200+ developer attendees in its first 7 months with an additional 11,800 on-demand viewers (before remarketing).

DEVELOPER EMPOWERMENT—A HEART FOR EDUCATION, OPEN SOURCE & COMMUNITY

A Java Champion since 2005, Burr served as President of the Atlanta Java User Group for nearly 10 years, growing membership 1200+ and founding the [DevNexus developer conference](#)—now the second largest Java event in the U.S.—with the aim of making access to the world's most influential developers and their ideas affordable to the broader developer community. Bringing internationally recognized speakers to a sold-out audience for nearly 10 years, DevNexus spans 3 days, offering 150 speaker sessions and hand-on workshops, delivered to 2,000+ developer attendees.

DEVELOPER AND BUSINESS PERSPECTIVES—MERGING WHAT MATTERS

With 20+ years of both hard-core technical and business experience, Burr is the rare hybrid able to build and lead teams that unite these two worlds. Deep technical skills mean he can 'dive into code' on stage—engaging developers and engineers as 'one of their own,' while also positioning them as heroes in a journey framed in business terms. What often sets him apart is his ability to quickly understand and assess complex new and emerging technologies, yet communicate their value not solely in terms of feature/functionality benefits, but rather through the lens of what genuinely matters to his developer audience—the heroes, influencers, change agents, and kingmakers he sees as drivers of business transformation and re-definers of the future.

CAREER CHRONOLOGY

RED HAT, DIRECTOR OF DEVELOPER EXPERIENCE, 2015 TO PRESENT

As highlighted in the snapshot profile above, Burr recruited and leads a team of Developer Advocates who raise brand awareness as industry thought leaders, building mind- and heart-share among developers in hundreds of open source software-based communities across the globe. In addition to tens of thousands of developers they engage and influence in face-to-face events each year, Burr's team defines vision and strategy for Red Hat's Developer Marketing Program, ensuring alignment, execution, and measurement of program components that include, but are certainly not limited to:

- Messaging/positioning (to include value proposition) and creative
- Red Hat Developers' portal ([developers.redhat.com](#))
- Red Hat Developers' 'DevNation Live' semi-monthly webcast series ([developers.redhat.com/devnationlive](#))
- Content and asset creation (e.g., blogs, demos, videos, slideware, article creation, book authorship, etc.)
- Social media and influencer activities (tracking followership and engagement metrics)

JBoss BY RED HAT, DIRECTOR OF PRODUCT MANAGEMENT, 2006 TO 2015

Product manager responsible for Red Hat's push into a mobile application platform that led to the acquisition of FeedHenry in 2014. Led JBoss effort to transition developer-facing tools, engines, and frameworks to focus on cloud computing—Platform-as-a-Service (PaaS), with activities including creating PaaS demonstrations, conducting customer meetings, creating PRDs, conducting internal strategy sessions, performing resource estimations, and ongoing communication to engineering teams as well as field-based solutions architects. Served as catalyst for the creation of JBoss Enterprise SOA Platform, the second leading revenue generator for the JBoss middleware business division, with primary responsibilities including strategic customer-facing requirements analysis and documentation, product design, press and analyst briefings, revenue projections, courseware development, training delivery, evangelism, demo creation, competitive analysis, and marketing and sales readiness/support activities for the JBoss SOA Platform (ESB, jBPM, Drools, Web Services, and Messaging). Shepherded product from initial inception through several community OSS deliveries and led three successful product launches. Spearheaded creation and offering of JBoss Business Rules Management System based on the Drools open source project.

BRAVEPOINT, CHIEF TECHNOLOGIST, 1997 TO 2005

Served as Chief Technologist and lead application architect on various Java/J2EE, .NET, and e-commerce focused consulting engagements for software product initiatives, responsible for establishing direction and standards, and maintaining high level of user trust and quality control | Primary instructor/mentor on J2EE, open source technologies, .NET development, and design patterns. Developer of streamlined technology infrastructure and efficient workflow processes. Developer/publisher of training manuals on VB.NET, C#, JSP, Servlets, EJB, HTML, JavaScript, Java threading, SOAP, XML, Struts. (Representative projects follow.)

NATIONAL ASSOCIATION OF REALTORS | For member organizations of America's largest trade association (1M+ members), led architectural design and project management of the Lightweight Association Management Processing System (LAMPS)—the leading Realtor association membership management software in the U.S. and the world's first wholly web-based association management software package available as a purchased installable product or monthly software as a service. Enabled customers to streamline and centralize business operations, reduce cost, and mitigate risk. Managed strategic plans and tactical activities to ensure client satisfaction, service delivery, contract compliance, resource management, and business development, including:

- management of customer requirements, expectations, implementations, and post-sales support
- day-to-day mentoring/management of engineering, implementation, and QA team for 18 months
- coordination of activities among engineering, help desk/support, and training
- interviewing and hiring of C# developers, QA engineers, and DBAs
- successfully incubated product, deployed multiple customers, and completed sale of LAMPS to another industry player

GENUINE PARTS CORPORATION (GPC) / NAPA STORES | For worldwide distributor of replacement and accessory auto parts in 5,800 NAPA stores, served in various consulting capacities on projects that improved business processes, increased competitiveness, and reduced cost and employee turnover, including:

- architectural design and development of coding best practices for rewrite of GPC store automation software (TAMS I, legacy, host-based application developed in Business Basic running on Solaris) to rich-client/GUI replacement application (TAMS II)
- consultation with GPC multi-store development team on architecture of existing PowerBuilder-based application, its messaging infrastructure, and optimal transition to a J2EE or .NET platform
- technical interviewing and testing of candidates for 15+ engineers placed on GPC projects

SIEMENS MEDICAL SOLUTIONS / SIEMENS HEALTHCARE | For leading supplier to the healthcare industry (Siemens), led development of one of the world's first portal management applications (Siemens Healthcare Intranet) utilizing Java-based administration console for managing rich content, FAQs, calendars, document sharing, policies and procedures, site map/hierarchy, and security roles and privileges. Enabled regulatory compliance through distributed document/content management and collaboration (in response to hospital requirements to make policy and procedure documents easily accessible to 1000+ doctors, nurses, administrators). Reduced operational costs, and facilitated ease of use by content authors, publishers, and end-users.

PROGRESS SOFTWARE, SENIOR SYSTEMS ENGINEER, 1994 TO 1997

Served as primary evangelist for WebSpeed, one of the world's first web application engines, used for creating dynamic database-driven, web-based apps. Worked directly with the engineering team in support of the go to market strategy and provided detailed customer requirements.

ADDITIONAL DETAILS AND PROFESSIONAL REFERENCES AVAILABLE ON REQUEST