Luke Kilpatrick

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Experience

Developer Marketing and Advocacy leader with 15+ years helping developers ship faster by translating complex platforms into clear workflows, credible demos, and content developers actually search for. Experienced leading global teams and programs across enterprise DevRel and DevOps marketing, building portals, docs platforms, and community motions that connect product strategy to real-world developer needs. Comfortable operating hands-on in Git-based workflows and using AI as a daily multiplier for producing high-velocity tutorials, videos, and technical storytelling.

Employment

Director of Engineering and Development   March 2025 – Present
LeisureLink, Inc / ThirdSpace   Hybrid – Burlingame, CA

- Led a distributed development team to design and launch a cross-platform engagement application (iOS and Android) that connects people through shared activities and local communities.
- Deployed cloud-based infrastructure on AWS and Azure DevOps, applying DevOps automation, agile practices, and service design to ensure scalability, reliability, and cost efficiency.
- Redesigned web presence by migrating from Wix to WordPress, enhancing accessibility, performance, and content governance.
- Produced multimedia storytelling content (industry podcasts, video series, and social campaigns) to grow awareness and engagement.
- Directed cross-functional operations with tools including Asana, GitHub, Azure DevOps, and Google Workspace, ensuring transparency, accountability, and measurable delivery against strategic goals.

Developer Relations Engineer   June 2024 – September 2024
Harness   Hybrid – Mountain View, CA / San Francisco, CA

- Led digital transformation initiatives by integrating generative AI (ChatGPT, LLMs) into content, product launches, and developer workflows.
- Published documentation and weekly SaaS release notes for Harness CI, Code Repository, and Open Source projects.
- Produced launch campaigns with AI-assisted video production, accelerating product adoption and engagement.
- Strengthened developer trust through unified technical content and transparent communication.

Director of Developer Marketing and Relations   June 2022 – January 2023
LinearB   Remote - Santa Monica, CA / Tel Aviv, Israel

- Built the developer marketing and relations practice from scratch, including **linearb.io/dev**, the company's developer hub.
- Launched **gitStream**, pioneering Continuous Merge, supported by new documentation and go-to-market strategy.
- Delivered global thought leadership at industry events, advocating for faster and more reliable CI/CD pipelines.
- Managed a cross-functional content team producing blogs, docs, and presentations.

Senior Director of Developer Experience & Digital Transformation   May 2021 – May 2022
Hazelcast   Remote - Palo Alto, CA

- Directed global developer relations and community teams, modernizing program operations with Orbit and Bevy.
- Launched a unified developer portal for training, documentation, and community resources.
- Built PLG-focused onboarding flows converting open-source adoption into enterprise revenue.
- Guided international advocates delivering talks and digital engagement campaigns worldwide.

Director of DevOps Marketing   June 2018-April 2021
Nutanix   Hybrid - San Jose, CA

- Founded and scaled the Developer & DevOps Marketing practice, building a five-person team in under 18 months.
- Relaunched **Nutanix.dev**, the central hub for APIs, labs, code, and technical blogs.
- Directed digital-first global events and campaigns, including Twitch channel *Nutanix.dev Live!* with a worldwide following.
- Recognized thought leader, contributing to *Developer Marketing & Relations: The Essential Guide*.

Senior Developer Relations Programs and Marketing Manager   May 2014 - June 2018
Atlassian   Onsite - San Francisco, CA

- Built and scaled Atlassian's global developer ecosystem, onboarding 1,500+ new developers and 300+ apps to the Marketplace.
- Designed and executed **Codegeist** global hackathons, achieving ROI in under 6 months.
- Managed API/Platform tracks at Atlassian Summit, curated cross-industry showcases (Domino's, Volkswagen, Eli Lilly).
- Grew Atlascamp developer conference 4x in attendance, expanded programming to 40+ sessions.
- Served as MC and global evangelist at Atlassian Summits and AtlasCamps.

Further Commercial experience available on request.

Consulting and freelance experience:
Developer Marketing and Product Management Consulting   November 2020 – Present
The Ocean View LLC / Pitter Patter Diving LLC   San Francisco Bay Area

- Delivered go-to-market strategies, onboarding flows, and digital campaigns for startups and established clients.
- Guided adoption of AI and cloud tools for workflow automation and storytelling.
- Active with the **Western Flyer Foundation**, supporting science, history, and education outreach.
- Ran for **Sand City Council (Nov 2024)**, and am active with See Monterey and other local organizations.
- Grew *The Ocean View BNB* from $15K (2020) to $80K+ (2025) in gross revenue.
- Founded **PitterPatterDiving.com**, operating charters and authoring the *Mia Kingtide Ocean Adventures* children's book series selling over 1000 copies since January 2025.

Education

University of California, Santa Barbara   Class of 2024
Engineering Leadership   Santa Barbara, California

Seneca College, School of Communication Arts   Class of 2001
Computer Graphics / Digital Media Technical Production   Toronto, Ontario