

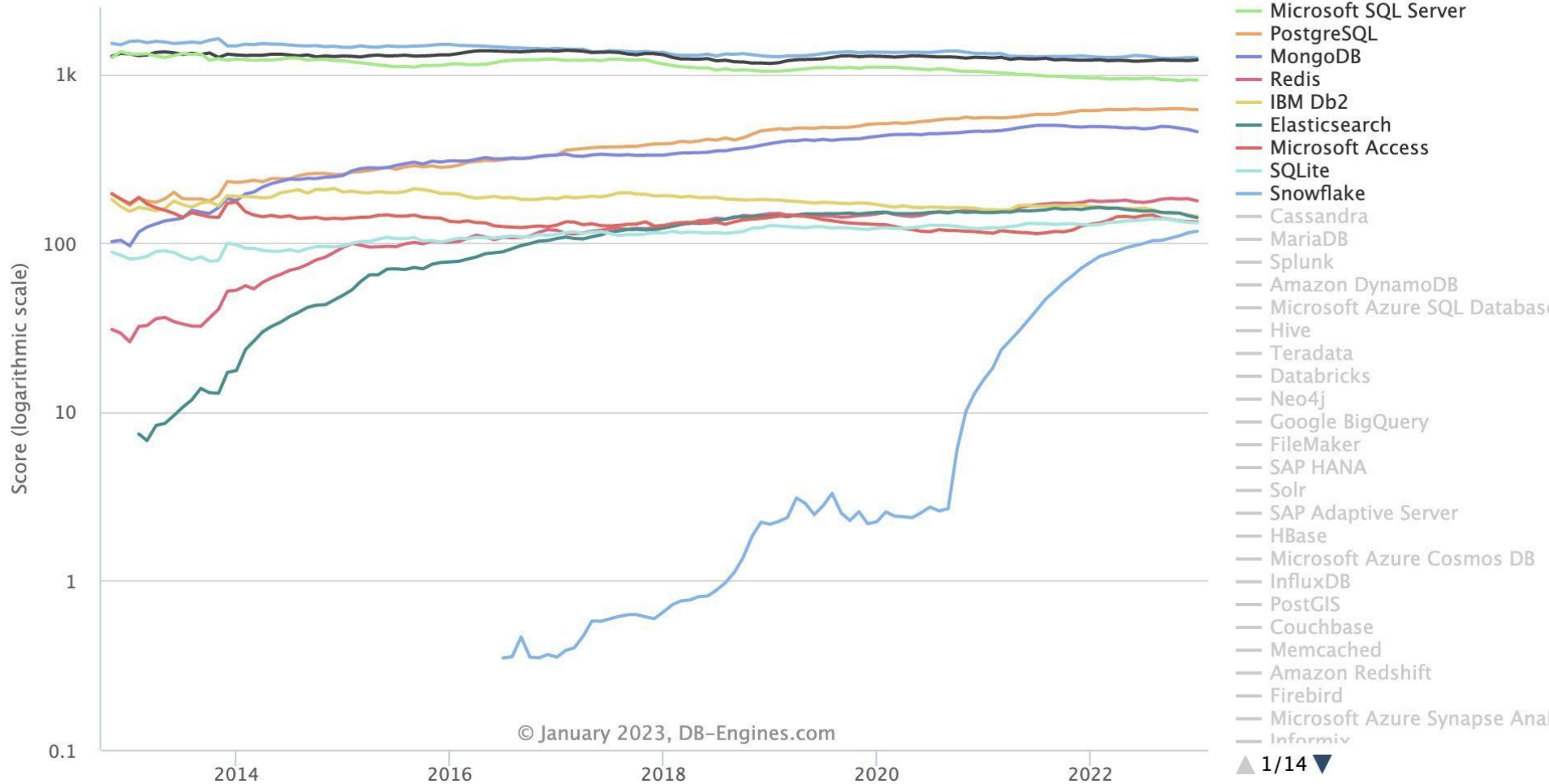


The Story of DevRel at Snowflake: How We Got Here

Daniel Myers & Felipe Hoffa

Data Council - Austin 2023

DB-Engines Ranking



Felipe: Snowflake #3 on Stack Overflow

The screenshot shows the Stack Overflow interface with a search for 'snowflake-cloud-data-platform'. The results are divided into 'Last 30 Days' and 'All Time' categories. Felipe Hoffa is the third highest answerer in both categories.

Category	Rank	Score	Answerer	Reputation	Badges
Last 30 Days	46	32	Lukasz Szozda	144k	20, 203, 234
	31	38	Greg Pavlik	7,218	1, 9, 25
	19	16	Felipe Hoffa	49.2k	13, 127, 276
	19	31	Gokhan Atil	6,420	2, 7, 19
	12	21	Jim Demitriou	401	2, 6
	11	17	Simeon Pilgrim	18.9k	1, 30, 40
	9	7	Tim Biegeleisen	460k	24, 245, 321
	9	5	Mike Walton	5,871	2, 8, 20
	All Time	817	653	Lukasz Szozda	144k
778		917	Simeon Pilgrim	18.9k	1, 30, 40
563		397	Felipe Hoffa	49.2k	13, 127, 276
467		407	Greg Pavlik	7,218	1, 9, 25
397		389	Mike Walton	5,871	2, 8, 20
385		346	Gordon Linoff	1.2m	53, 581, 723
337		440	Gokhan Atil	6,420	2, 7, 19
195		90	Marcin Zukowski	3,801	1, 16, 26

Felipe: BigQuery #2 of all time on Stack Overflow

stackoverflow Products Search...

Home

PUBLIC

Questions

Tags

Users

Companies

COLLECTIVES

Google Cloud

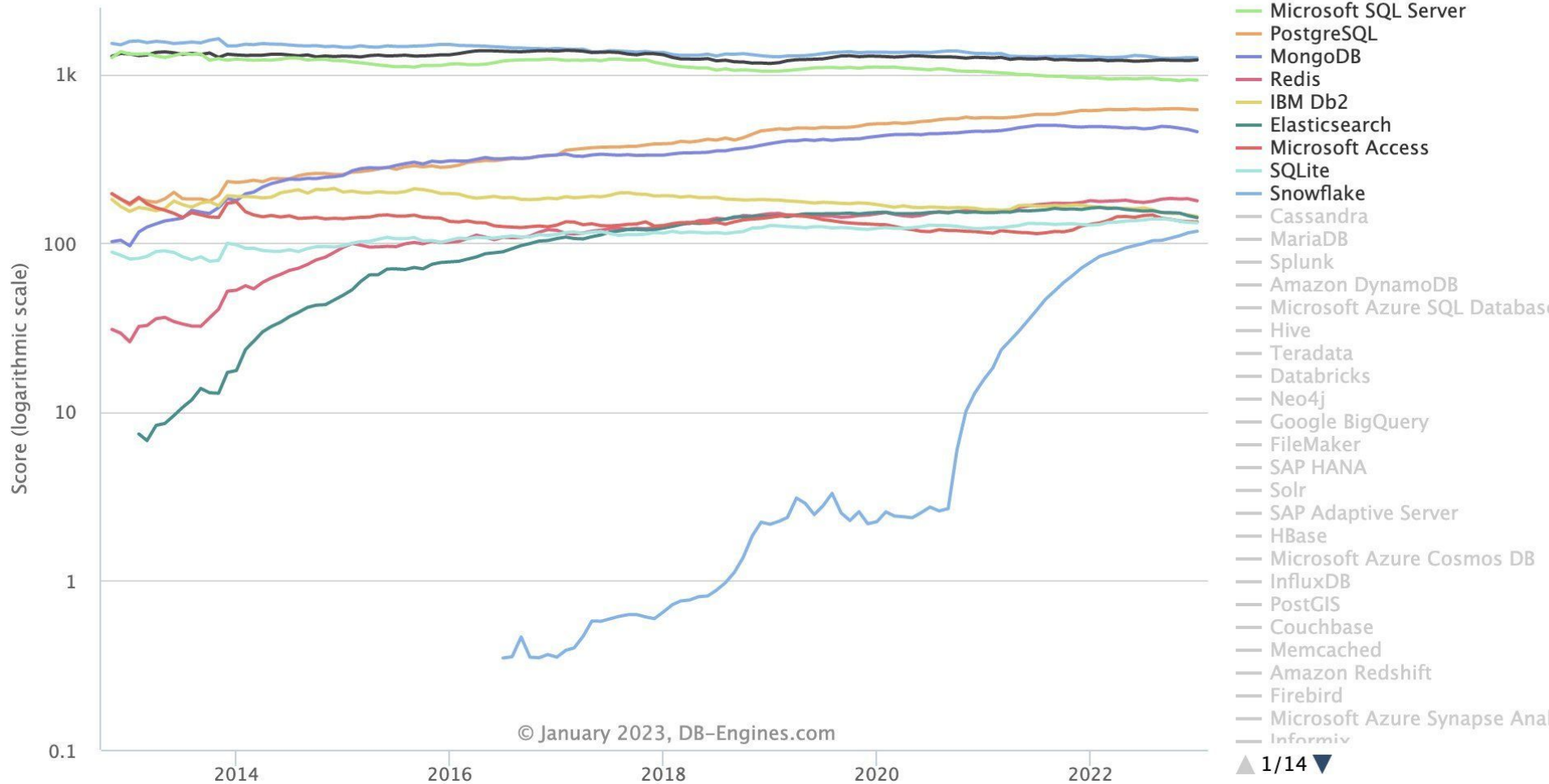
TEAMS

Create free Team

Top google-bigquery Answerers

Last 30 Days		All Time	
91	90	10.2k	5.1k
	Mikhail Berlyant		Mikhail Berlyant
	151k ● 8 ● 125 ● 192		151k ● 8 ● 125 ● 192
26	35	3k	897
	Jaytiger		Felipe Hoffa
	3,034 ● 2 ● 11		49.2k ● 13 ● 127 ● 276
5	10	2.3k	737
	pmo511		Elliott Brossard
	379 ● 1 ● 8		29.5k ● 2 ● 59 ● 91
4	2	1.9k	1.6k
	Pentium10		Gordon Linoff
	200k ● 119 ● 411 ● 491		1.2m ● 53 ● 581 ● 723
4	1	1.9k	620
	Richard		Jordan Tigani
	86 ● 6		25.3k ● 4 ● 57 ● 62
4	7	1.4k	608
	guillaume blaquiere		Pentium10
	54.5k ● 2 ● 26 ● 52		200k ● 119 ● 411 ● 491
4	15	934	275
	Mohammad		Mosha Pasumansky
	503 ● 1 ● 8		12.1k ● 3 ● 28 ● 52

DB-Engines Ranking



History of DevRel at Snowflake

2012: Snowflake founded

2017: Community team started

2019: Snowflake 1st Evangelist: Kent Graziano

2020: Snowflake had no DevRel, nor Developer Advocates

...

SENIOR DEVELOPER ADVOCATE

 This job is available in 3 locations [See all](#)

 Marketing  2134

[< BACK TO SEARCH RESULTS](#)

[NEXT JOB >](#)

We're at the forefront of the data revolution, committed to building the world's greatest data and applications platform. Our 'get it done' culture allows everyone at Snowflake to have an equal opportunity to innovate on new ideas, create work with a lasting impact, and excel in a culture of collaboration.

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Snowflake is a developer platform for building data-intensive applications. As a Developer Advocate, you'll help create and grow the developer community. You will engage with developers and create authentic and compelling resources such as open source demos, code samples, documentation, how-to guides, and blog posts.

RESPONSIBILITIES :

DevRel Mission

Make Snowflake the data platform of choice for developers.

Objectives

- Awareness & share of voice in the developer community (competitors)
- Increased Snowflake usage by developers
- New capacity deals and ACV influenced by developers.

KPI's

- Total number of developers
- Active, engaged developers (adoption and consumption)
- Influenced capacity deals and ACV

[Stackoverflow Insights](#)



SNOWFLAKE DEVREL MINDSET

- Engineers are critical users of Snowflake and have uniquely different needs
- Developers influence deals: Most tech products are adopted bottom-up by developers and later adopted org-wide
- High quality pipeline at low cost: Easier & low cost adoption
- Applications scale consumption of Snowflake - \$\$
- Developing robust app ecosystem



DEVREL KEY PROGRAMS

PROGRAM	ENGAGEMENT FOCUS	DESCRIPTION	SUCCESS METRIC
Quickstarts	Adoption	Fully functional, end-to-end how-to guides enabling developers to adopt Snowflake into their own application	<ul style="list-style-type: none"> - Number of readers completing quickstarts - Percent coverage of product launches
Snowflake Labs & Github	Awareness + Adoption	Open source projects from the community and snowflake employees, building the software ecosystem	Total engagement: # of forks, clones, downloads, issues, and pull requests
Videos	Awareness	Inspire and educate builders about Snowflake features and use cases	Number of views, number of shares
External Developer Communities	Awareness	Medium, Reddit, Stack Overflow, Twitter	Medium: read minutes Stackoverflow: total questions + % questions answered Twitter: follower count, retweets, and replies Reddit: # of subs, # of posts, # of upvotes
Events	Awareness + Adoption	DevRel is the SME at key events, speaking and discussing Snowflake. Speak at non-Snowflake hosted events.	# of new leads, # of companies adopting snowflake per use-case and industry (i.e. speaking at iot event, track leads and adoption of that use-case)
Workshops	Adoption	Strategic engagements with targeted segment customers + prospects	Increased adoption of specific features -- i.e. Snowpark Workshop for Powered By, measure ramp-up times of customers with vs without workshops

North-Star Metrics:

- Total number of developers
- Active, engaged developers
- Influenced capacity deals and ACV



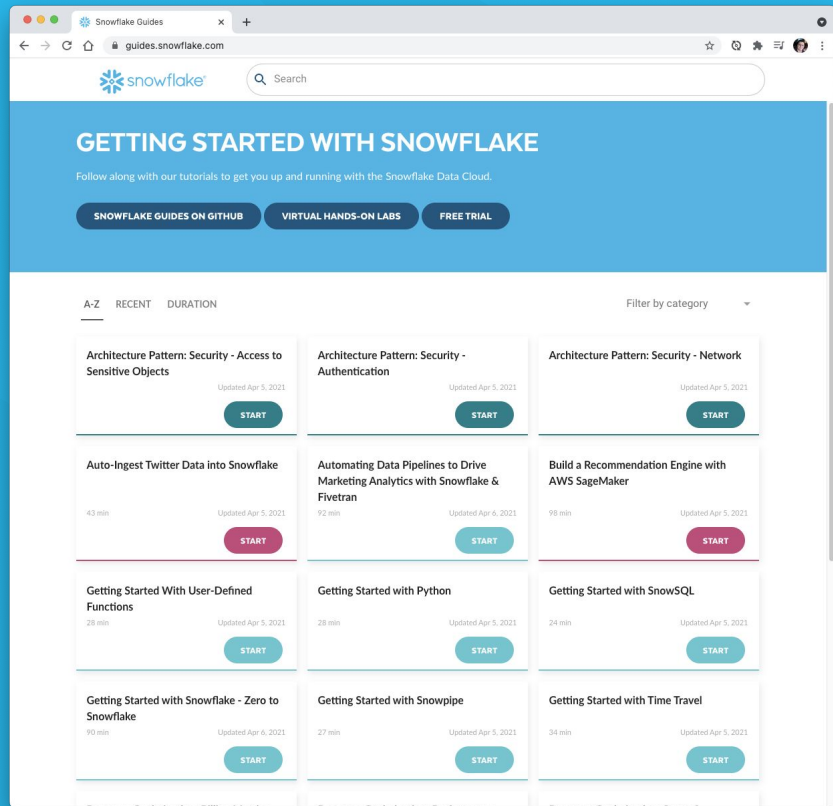
SNOWFLAKE QUICKSTARTS

quickstarts.snowflake.com

Provide end-to-end, hands-on tutorials with real source code examples. After completing a guide, the reader has built something in their own Snowflake account.

2x Growth Qtr/Qtr

- Top Guide (organic search): [Terraforming Snowflake](#)
- Top Partner Guide: [Accelerating Data Engineering with Snowflake & dbt](#)



GITHUB & SNOWFLAKE LABS

github.com/Snowflake-Labs

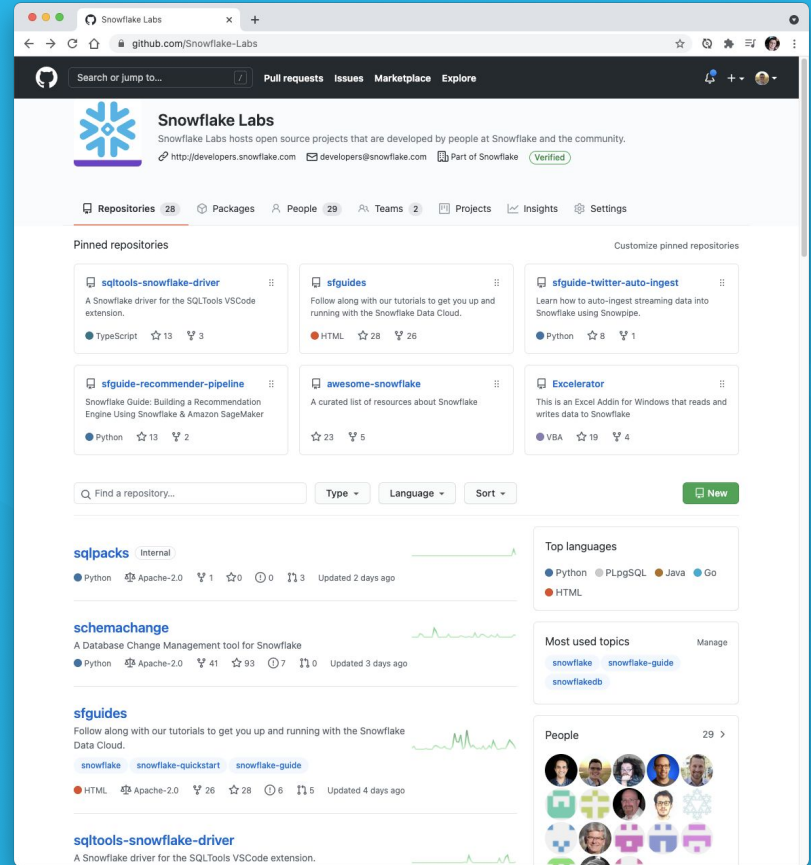
Snowflake Labs is where Snowflake collaborates with developers, data engineers, data scientists, and others, directly on software tools and tech stacks.

Terraform adoption from CZI

Snowflake Terraform Provider - >5M monthly downloads

Goals

- Deepen presence in the open source ecosystem and attach with widely adopted stacks and libraries like Java, Python /Django, PHP (think MEAN & JAM stacks)



POWERED BY SNOWFLAKE

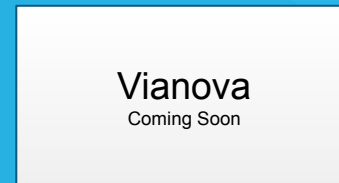
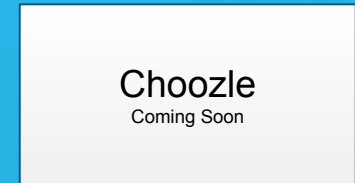
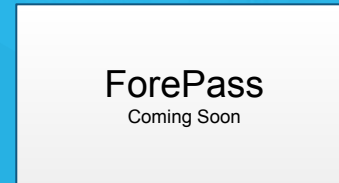
Video Interviews

[Youtube Video Series](#)

A video series targeted at companies building applications on Snowflake - developers, founders, CTOs, and product managers. Content focuses on the why and how of building applications leveraging data engineering, data science, and data sharing with Snowflake.

Founder, CEO, CTO interviews of startups from seed stage through series C.

- High demand from partners and startups



DEVELOPER COMMUNITIES

MEDIUM - medium.com/snowflake

>45% Growth qtr/qtr

- 50+ articles published per qtr

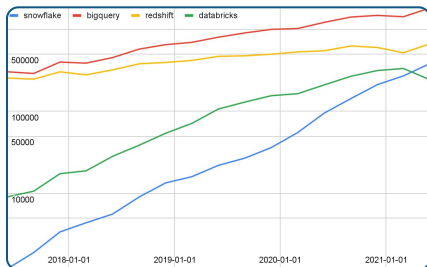
REDDIT - reddit.com/r/snowflake

~30% Growth qtr/qtr

- >k pageviews

STACK OVERFLOW - stackoverflow.com

Snowflake is the #1 fastest growing segment across competitors

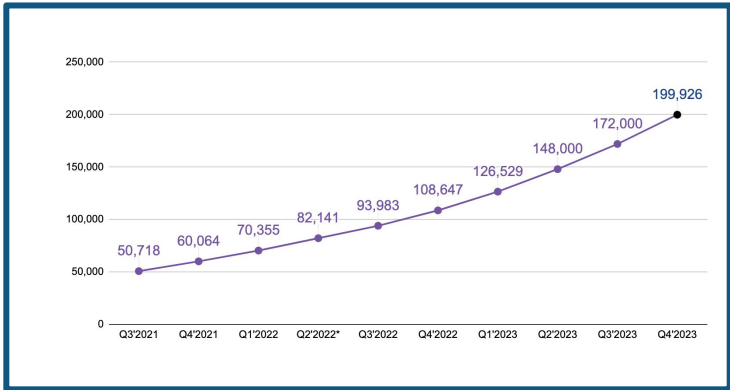


 Medium

 reddit

 stack overflow

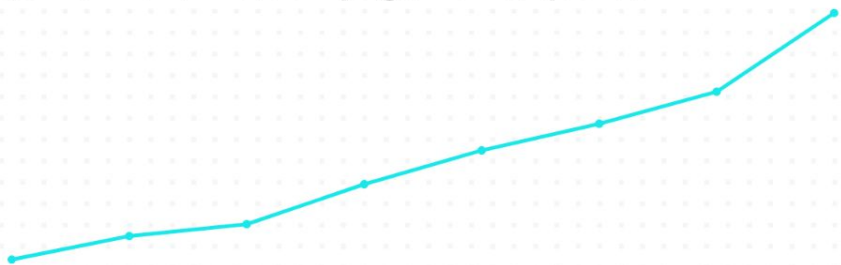
DEVELOPER COMMUNITIES



Snowflake on Stack Overflow

Q3 2020: 173,029 pageviews/quarter

Q3 2022: 1,296,332 pageviews/quarter



reddit.com/r/snowflake

Nov 2020: 772 subscribers

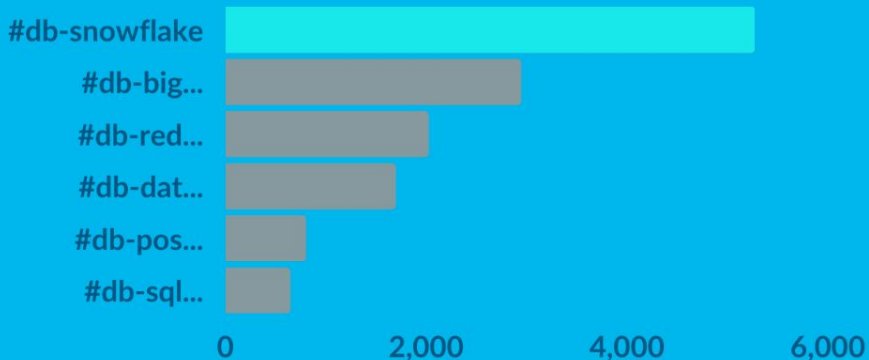
Nov 2022: 5,001 subscribers



Stats compiled by @FelipeHoffa

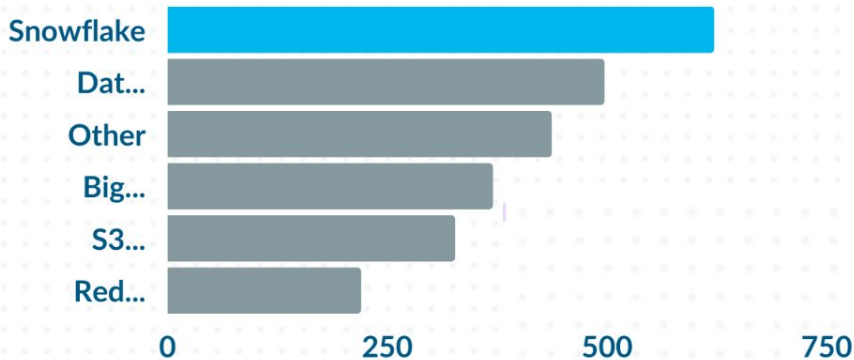
dbt's Slack: members per channel

Nov 2022: 5,272 #db-snowflake members



reddit.com/r/dataengineering

"What data lake/warehouse do you use?", 2.5k votes, Oct 2022:



Meet the 2022 dbt Labs Partner Award winners

Taking a beat to recognize the partners and individuals whose contributions to dbt Labs and the dbt Community went above and beyond this past year.



Amos Budde

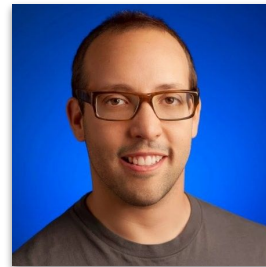
17 Oct 2022

dbt Community Champions

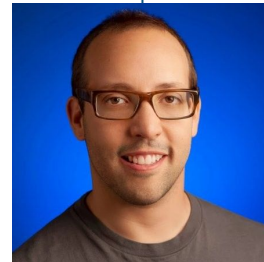
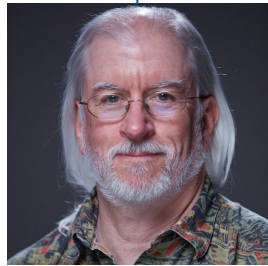
The [dbt Technology Partnership Program](#) is made up of dozens of companies with innovative tooling and infrastructure that complement and extend dbt's capabilities. Within those companies are individuals that proactively and generously share their expertise and insights with the dbt Community. This work is valued and often done without expectation of anything in return. We want to recognize the following individuals for their work that they give to the dbt Community.

- **From Snowflake:** Dmytro Yaroshenko, Eda Johnson, Felipe Hoffa
- **From Databricks:** Roberto Salcido, Tahir Fayyaz
- **From Thoughtspot:** Arynn Martin-Post, Sonny Rivera
- **From Atlan:** Leena Soni
- **From Datafold:** Matt David
- **From Census:** Allie Beazell

Back in August 2020



Back in August 2020



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2019: Snowflake 1st Evangelist: Kent Graziano

2020: Snowflake 1st Developer Advocates: Daniel Myers, Felipe Hoffa

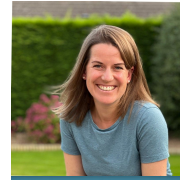
2020: Snowflake IPO

2021: Snowflake 1st DevRel+Community team, lead by Waqas Makhdum

2021: Dash Desai joins

2023: Gilberto Hernandez joins

2023



DevRel Organization in Marketing Considerations

- Being part of a marketing org
- Being part of a marketing org that was successful without DevRel
- “Is marketing trying to change DevRel?”
- ...

What's next

- DevRel global expansion
- Snowflake keeps evolving
 - “The Best Warehouse”
 - “The Cloud Data Platform”
 - “The Data Cloud”
 - “....”
- Snowpark, ML, Apache Iceberg, Unistore, Streamlit, Django, Streaming, Apps, ...
- Sales Engineers, Industry Solutions, FCTO, Partners, Engineers, UX, Field Marketing, Docs, PMs,
...
- ...
- You?

Questions?



News: reddit.com/r/snowflake

Ask: stackoverflow.com

Felipe Hoffa [@felipehoffa](https://twitter.com/felipehoffa)

Daniel Myers [@jdanielmyers](https://twitter.com/jdanielmyers)

Rate me?



bit.ly/fh-feedback