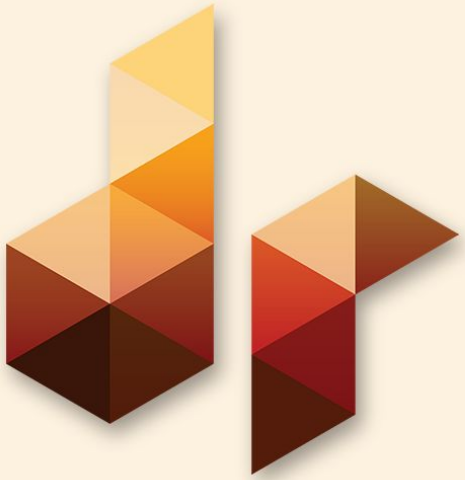


Nicole Zhu / Go-Jek

DevRel in the next 10 years

wifi: huonesgguest p: tryharder

DEVREL
IN THE NEXT 10 YEARS

GO JEK

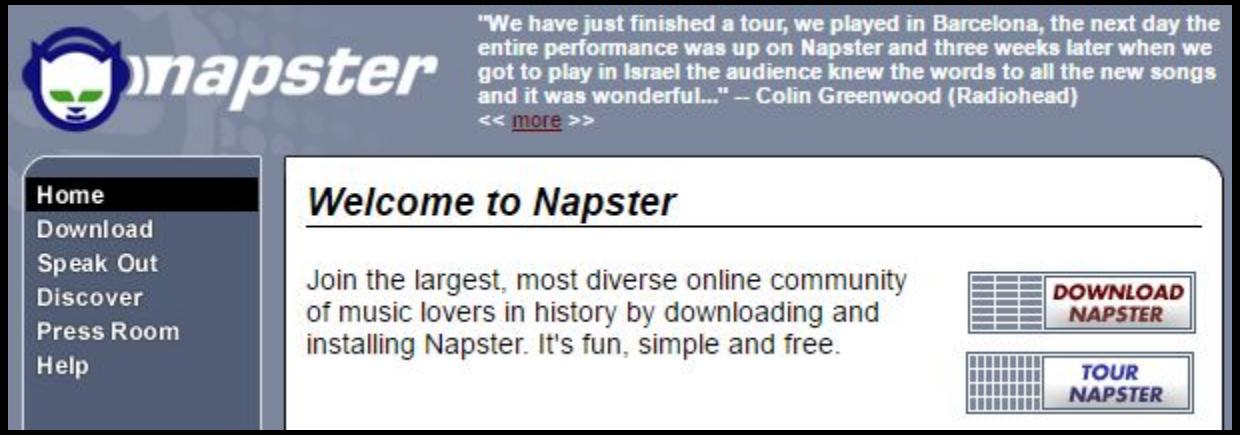
AI SATURDAYS

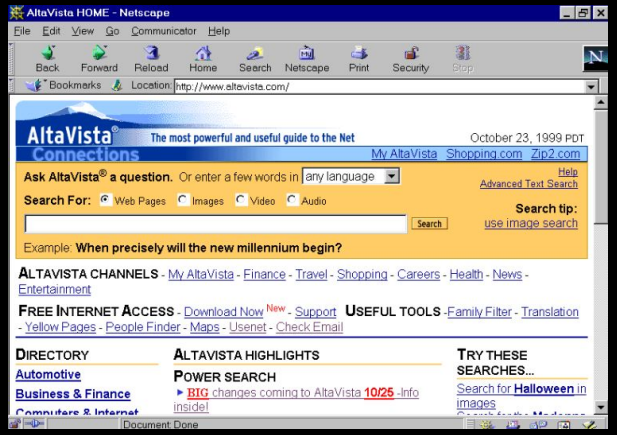
DECENTRALISATION

3 MAJOR SHIFTS IN DEVELOPER RELATIONS

90s - 2002:

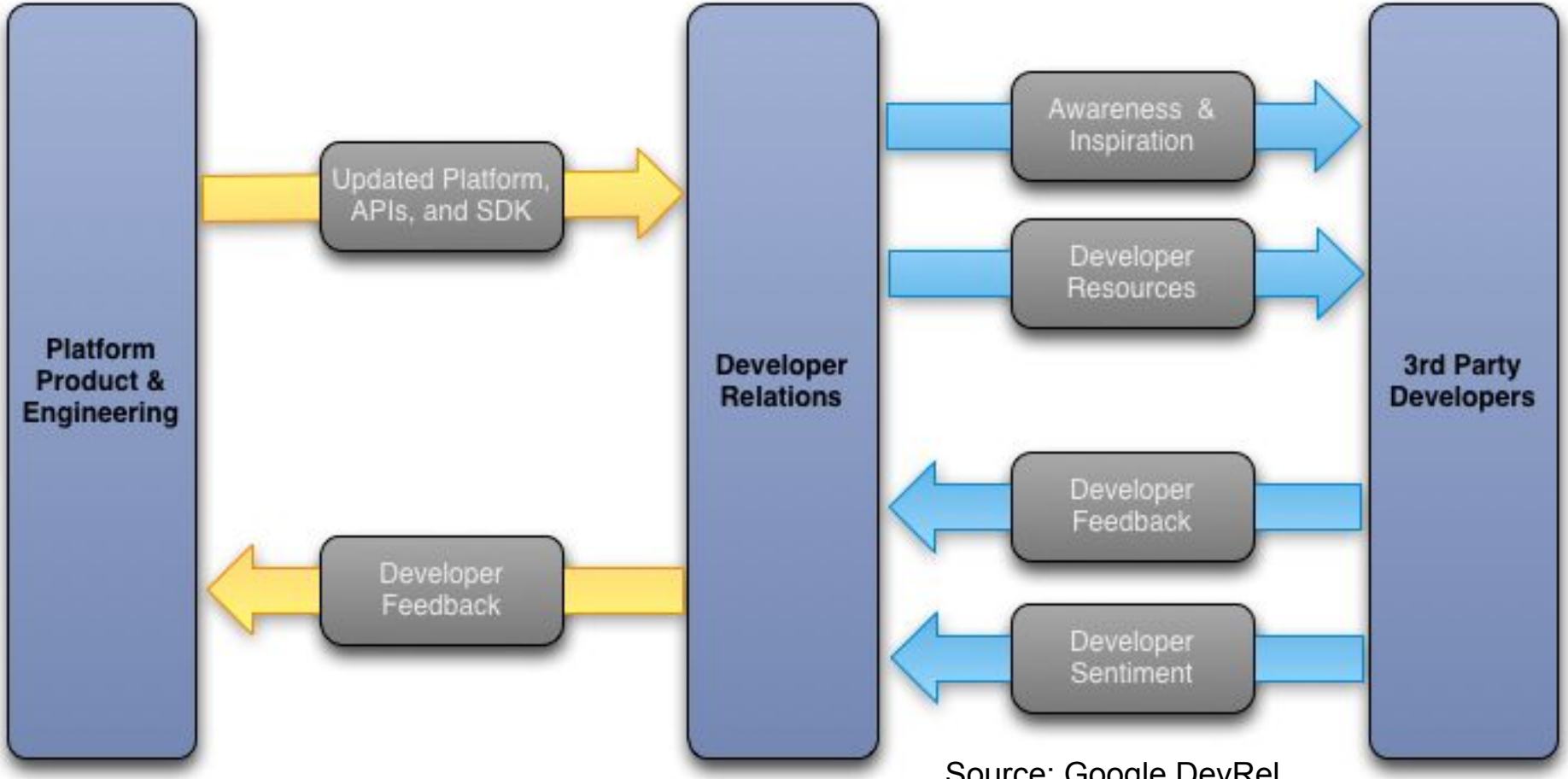
The Technical Writer Era





2003 - 2015:

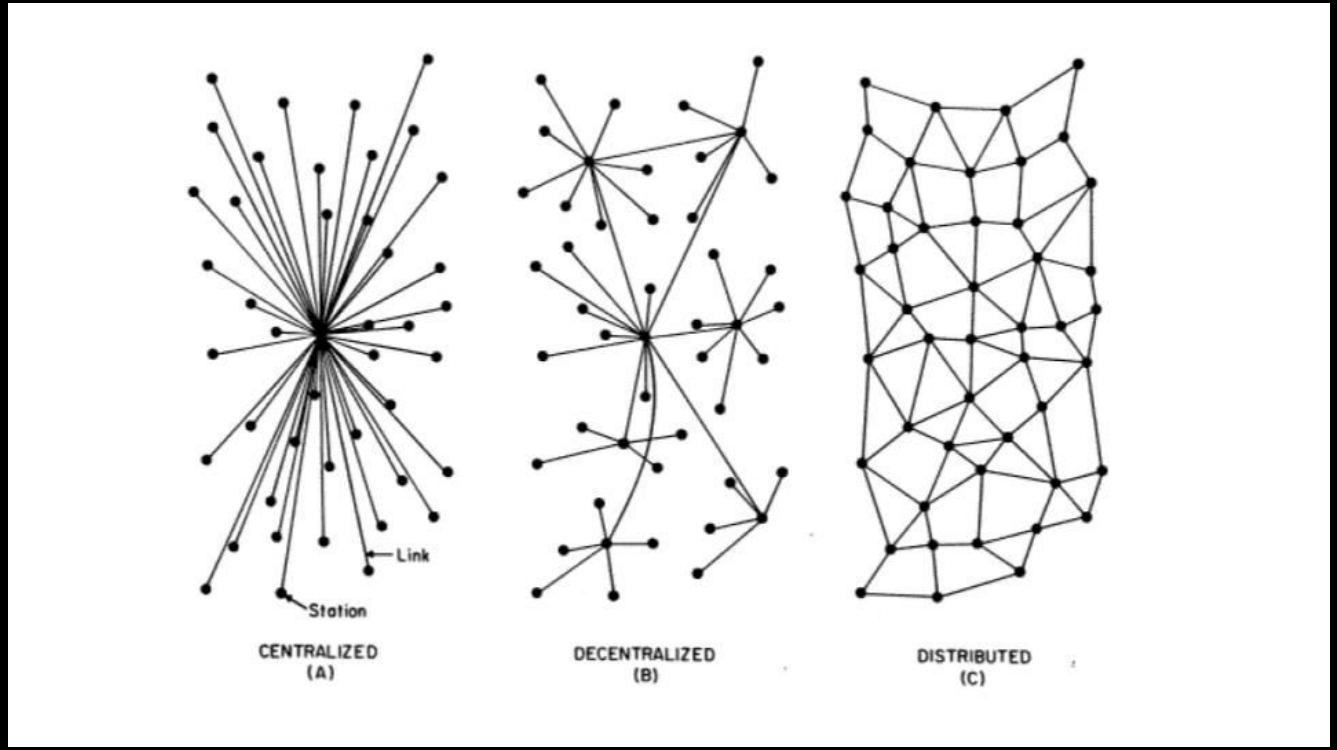
Product Adoption & Recruitment



Source: Google DevRel

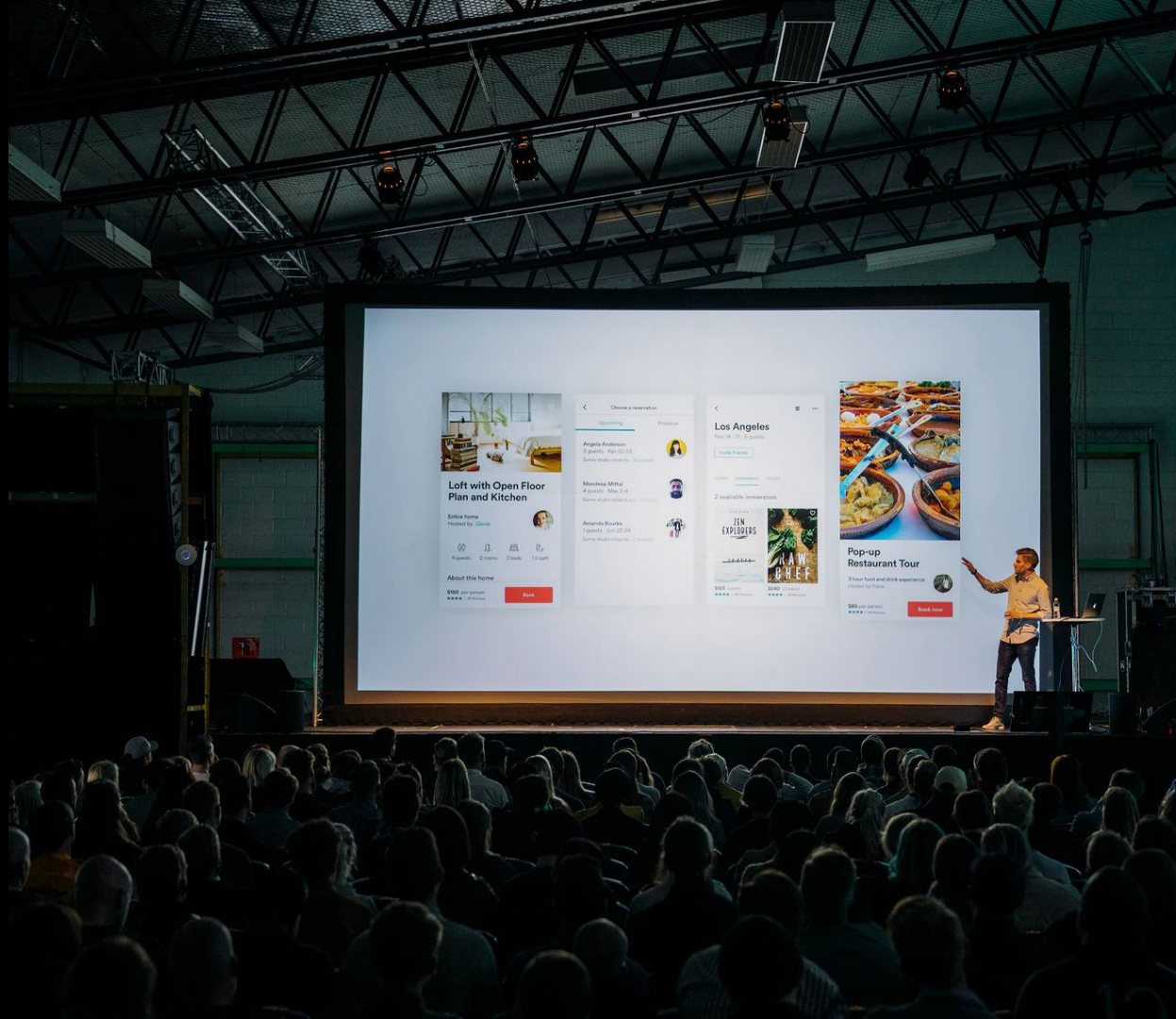
2016 - now:

The Protocol Era

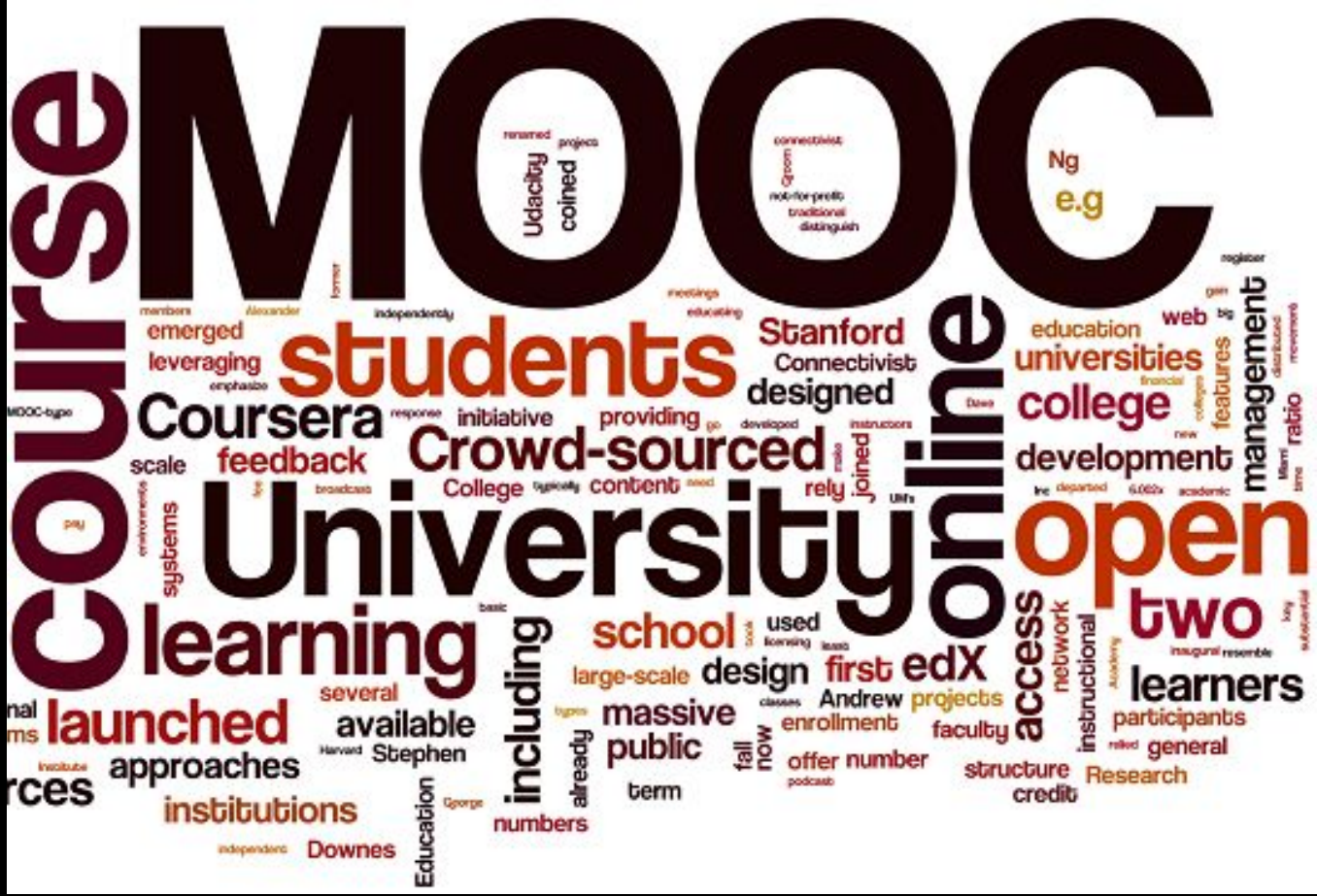


4 PREDICTIONS FOR THE NEXT 4 YEARS

1.
Strongest engineers will do developer relations.



2.
Companies will fund schools



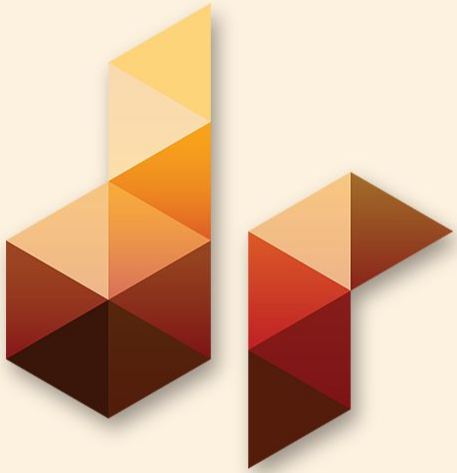
3.
DevRel will become more personable, customizable

4.
Companies will be open source first

“The Buddha, the Godhead, resides quite as comfortably in the circuits of a digital computer or the gears of a cycle transmission as he does at the top of the mountain, or in the petals of a flower. To think otherwise is to demean the Buddha - which is to demean oneself.”

– ROBERT PIRSIG

ZEN AND THE ART OF MOTORCYCLE MAINTENANCE



Dev Rel Summit

2018 - Singapore

wifi: huonesgguest *p: tryharder*