

Hero Making

at Twilio 2010-2012

@johnsheehan

@runscope

Resume (the good parts)



2010-2012
Employee #6

Lead Developer Evangelist
Product Manager, Developer Exp.



2012
Employee #5

Platform and Partners Lead



Co-founder

runscope.com

Projects

api-jobs.com

apidigest.com

trafficanandweather.io

What is hero making?

It sounds cheesy, I know.

Product first.

If the product stinks, concentrate on that.

Don't copy Twilio.

Or anyone for that matter.

Consistent voice.

One message, many messengers.

Meatspace.

Maximize your time and money.

Sponsorships.

One message, many messengers.

Evangelists.

Your company personified.

Recruiting Evangelists.

A great job for the right kind of person.

Competitors.

A big distraction.

Content.

Just do it.

Contests.

Not for what you think.

Hackathons.

Re-invent them.

Prizes.

Never, ever cash.

Thanks.