

# Jim Bennett

Developer Advocate and developer experience enthusiast

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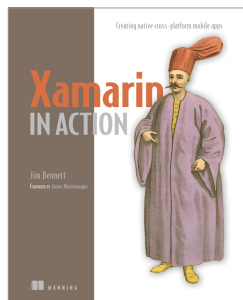
📺 [YouTube.com/@JimBobBennett](https://www.youtube.com/@JimBobBennett)

I am a developer experience focused developer advocate, with 25 years of global engineering experience. I've worked in multiple industry areas, using a wide range of programming languages, including 6 years in developer relations. I currently own developer experience at a startup focused on SDK generation from OpenAPI specs. I'm a former Xamarin and Microsoft MVP, and author of *Xamarin in Action* published by Manning. As a speaker and content creator I have built and delivered a range of technical content, including code samples in a range of programming languages, videos, conference talks, documentation, hands-on workshops, and curricula.

## Skills and abilities

- Python
- Rust
- SDKs
- C#/F#/NET
- Git and GitHub
- OpenAPI
- C++
- CI/CD
- API design
- Documentation
- Workshop creation
- Conference speaking
- Video/Livestreams
- Curriculum design
- Demo building

## Books



**Xamarin in Action**  
Manning Publications  
Published June 2018



**IoT for Beginners (Chinese)**  
Tsinghua University Press  
Published August 2023  
(Translated by Tsinghua)

## Recent Professional experience

Principal Developer Advocate, liblab - Jul 2023 to Present, US



Principal developer advocate, focusing externally on promoting SDKs as a way to improve developer experience, and internally on the developer experience of liblab as a product.

- Managed the documentation site at [developers.liblab.com](https://developers.liblab.com). This includes everything from building the site using Docusaurus, writing the majority of the content, working with an SEO agency to drive growth, and implementing processes across the company to ensure the docs are kept up to date as features are delivered by engineering.
- Owned the liblab blog at [blog.liblab.com](https://blog.liblab.com). I am responsible for not only writing content, but managing a pipeline of posts from engineers and external contributors, maintaining the site, working with an SEO agency to write SEO-focused articles, and update content to improve SEO.
- Drove product direction for SDK generation. I work with sales, product, and engineering to help define product features, and ensure we were thinking of not only our customers, but their end users. I am also the go-to for design decisions that affect the developer experience of the product and generated SDKs.
- Reviewed SDKs in multiple languages. I review SDKs in TypeScript, Python, Java, Go and C# for their developer experience, and provide idiomatic guidance to improve these SDKs.
- Contributed to engineering by adding features and fixing bugs in the core product.
- Owned quality for the entire product. I am heavily involved in testing the product for defects and feature gaps, driving automated testing, and implementing processes to make quality a part of engineering.
- Responsible for public content. Built well-documented public demo APIs and SDKs to be used at conferences for demos and talks, and used by customers learning the product.

## Senior Regional Cloud Advocate, Microsoft - Jan 2022 to Jul 2023, US



Regional cloud advocate, based out of the Microsoft Reactor in Redmond, WA, and focusing on livestreams, events, and the tech community in the Pacific North West.

- Delivered a range of technical and interview livestreams reaching over 145K live and on-demand viewers. Tech topics included IoT, C++, Python, Rust, pre-built AI, and cloud using a range of cloud SDKs in different languages.
- Bought a new wave of creativity to Reactor programming. such as interviewing guests on career tips whilst playing video games (based off research into student engagement from Lincoln University in the UK), and creating fun on demand videos such as a late-night infomercial style video to introduce the Microsoft Reactor in Redmond.
- Built developer communities through running local meetups and events. Worked with community members to build speaker pipelines and develop skills.
- Created high production quality on-demand video content in collaboration with the Microsoft Developer Relations Studios teams. Worked with these teams to streamline the video creation and marketing processes.
- Collaborated in a number of cross-organization teams. I ran an IoT virtual team across advocacy, product and field, and was involved in an IoT hardware advisory board, a maker champion team, and an IoT learning group.
- Analyzed event data to drive planning and strategy for livestreams and in-person events.
- Supported and delivered in-person events such as meetups and 2-day open source bootcamps.

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## Senior Education Cloud Advocate, Microsoft - Feb 2019 to Jan 2022, UK and US

Education cloud advocate focusing on upskilling students in IoT and the cloud, and driving adoption of Microsoft student focused offers.

- Created a cross-organization team to build IoT for Beginners, a free, open source IoT curriculum that teaches hardware, IoT services, serverless telemetry processing, data visualization, and AI on the edge.
- Spoke at a range of global conferences including Microsoft Ignite the Tour, with audience sizes from 30 - 1,600.
- Supported multiple student events, including speaking at global student run conferences, mentored students at hackathons, and ran workshops and talks at the Microsoft Build student zone in 2019 and 2020.
- Mentored Microsoft Learn Student Ambassadors, and Microsoft Imagine Cup teams.
- Supported university faculty with guest lectures, helped them with technology adoption, and sat on curriculum advisory boards for 2 UK universities.
- Contributed product feedback to multiple teams, including raising issues, fixing bugs in open source code and documentation, and giving user feedback.
- Built and published SDKs and tools to package managers such as PyPi, NuGet, and the Adafruit package repository.
- Wrote multiple guest blog posts for the official Raspberry Pi blog, as well as blogging for official Microsoft blogs.
- Was a guest speaker on podcasts, at meetups and at Universities.

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## Senior Cloud Advocate, Microsoft - Dec 2017 to Feb 2019, UK

Cloud advocate focusing on upskilling developers in Xamarin and relevant Azure cloud services to support mobile app development, as well as the Internet of Things and Edge computing.

- Created mobile and IoT workshops that have been run at conferences and events around the world, including building and running a workshop that inspired the Oscars mobile app team to use Xamarin.
- Built and presented Xamarin, Azure and IoT conference and meetup talks that were delivered all around the world.
- Created demo projects, blog posts, videos, and other tech content leveraging .NET SDKs for the cloud.

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## Prior professional experience

All my prior professional experience in software engineering in multiple countries around the world is available on my LinkedIn profile.



[LinkedIn.com/in/JimBobBennett](https://www.linkedin.com/in/JimBobBennett)