# Russell Beattie

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## Summary

Developer Advocate / Technical Product Manager with a focus on web, mobile and consumer electronics.

* **Developer Relations** - Blogs, social media, presentations, white papers, speeches and strategy.
* **Technical Product Manager** - Initiation of new product ideas, definition, management and launch.
* **Senior Developer** - Full stack technical knowledge and expertise. Web, mobile, streaming media, cloud.
* **Entrepreneur** - Experience with startups and being a founder of a tech company.

## Experience

### Senior Product Manager - Technical December 2017 - July 2021

**Amazon Lab126** - Sunnyvale, California

Worked in both technical and product management roles for the FireOS web technologies group, engaging effectively with end-users, stakeholders, and engineering teams to deliver a range of significant products and features to our customers successfully. Wrote product plans ("PRFAQs"), managed product development, created app prototypes for Android devices using cutting edge web engine features, communicated new technologies such as Ad Tech and streaming media, gave demos and internal conference presentations, assisted with QA and customer support.

Significant contributions to products including:

* Amazon WebView
* Web App Starter Kit
* CBS Sports for Fire TV
* Watch & Shop / ShopKit
* Amazon Channel Creator
* Web Videos for Echo Show
* Amazon Freevee prototype
* Amazon News for Fire TV prototype
* Apps for FireOS devices
* YouTube for Fire TV
* NextGenTV (ATSC 3.0)

### Technical Evangelist September 2013 - December 2017

**Amazon Lab126** - Sunnyvale, California

Worked in Amazon's devices group focusing on development and promotion of web apps for Fire Tablets, Fire TVs and Echo devices. Developer outreach, education and evangelism including blog posts, internal and external technical talks, speaking at industry conferences, meetups, and customer support.

DevRel portfolio containing examples of written articles, white papers, and links to videos found here: <https://www.russellbeattie.com/notes/posts/devrel-links.html>

### Marketing Technologies Manager for CTO September 2008 - September 2012

**Nokia Research Center** - Palo Alto, California

Worked with Nokia's Chief Technology Officer, academics and researchers to help promote Nokia innovations and technologies. Wrote white papers, speeches and web content. Designed and managed NRC website, developed internal apps and demos, and facilitated research-paper web publications.

### Founder and Developer April 2007 - May 2008

**Mowser.com** - Menlo Park, California

Startup online service for converting web pages for mobile. Sold to dotMobi.

### Mobile Strategist for Office of CEO November 2004 - September 2006

**Yahoo!** - Sunnyvale, California

Strategy and technical outreach. Worked with CEO and top-level managers to educate them on latest mobile tech. Assisted in search for head of mobile division.

### Senior Java Developer September 2003 - September 2004

**WaveMarket** - Emeryville, California

Java developer working on location-based services application.

### eBusiness Consultant April 2000 - May 2003

**Independent Contractor** - Madrid Spain

Worked with various international businesses as Java and mobile technologies developer/consultant. Fluent in Spanish.

* Intabia, Inc.
* TerraLycos
* Telefonica I+D (R&D)
* Adecco, Iberia
* Orcom Inc.

### Developer and Consultant July 1994 - April 2000

**Various Companies** - San Francisco, CA

Worked on projects using Java, Web (full-stack), Lotus Notes, Relational DBs and Microsoft tools during the dot-com boom.

* Lotus Development (IBM)
* Xerox Connect
* Kinecta Corporation
* BabyCenter.com
* StreetFusion.com
* LookSmart.com
* Organic Online
* Proxicom, Inc.
* Softbank Interactive Marketing
* BHP Inc.

## Patents

### Mobile monetization

[US10049381B2](https://patents.google.com/patent/US10049381B2/en?inventor=Russell+Beattie) Yahoo! - 2006

A device, system, and method are directed towards facilitating monetization of mobile devices.

### Social networking for mobile devices

[US8843560B2](https://patents.google.com/patent/US8843560B2/en?inventor=Russell+Beattie) Yahoo! - 2006

A mobile device, system, and method for display of live views generated by employing social networking information, including moods of a person, avatars, status of a member's activities.

## Skills

### Technical, Business and Creative

* Advertising (VAST, VPAID)
* Agile Development Methodology
* Analytics and Metrics
* Android / Java
* ATSC 3.0
* Automation
* BOM Estimation
* Cloud Services (AWS)
* Data Collection/Analysis
* DBMS / SQL
* Developer Relations
* Embedded Devices
* Graphic Design
* Internal Stakeholder Management
* Mobile Web
* Networking
* New Product Concepts
* NodeJS
* OSes (Unix, Mac, Windows)
* Partnerships
* Presentations / Talks / Workshops
* Product Planning, Design and Launch
* Prototyping
* Public Media
* Python
* Smartphones and Tablets
* Smart Displays
* Smart TVs
* Software and Application Development
* Startup Experience
* Streaming (HLS, DASH)
* System Performance
* Systems Integration
* Team Development
* Technical Architecture
* Technical Evangelism
* Technical Requirements
* User Experience Design
* User Interaction
* Version Control (Git)
* Voice UI (Alexa)
* Web (HTML, CSS, JavaScript)
* XML/XSL

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## Education

### Communications

Keene State College - Keene, New Hampshire Spring 1990 through Fall 1993