Rob Conery

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Summary

Developer advocate, educator, and author with 25+ years of experience bridging complex technical concepts and accessible learning. Former **Senior Cloud Advocate at Microsoft**, where I led developer-facing content strategy and community engagement for Visual Studio Code, GitHub, and Azure. **Helped grow the VS Code YouTube channel to over 775k** subscribers by delivering practical, relatable technical education. **Author of *The Imposter's Handbook*** and creator of multiple online courses with over $1M in sales. **Creator of *This Developer's Life***, a top-performing podcast in the technical space. Passionate about empowering self-taught developers and building high-trust communities around open-source tools.

Core Skills

- Developer Relations & Advocacy
- Technical Content Strategy
- Audio and Video Production
- Public Speaking & Education
- Developer Experience (DX)
- Software Architecture & Engineering Leadership
- GitHub, VS Code, Azure, .NET, PostgreSQL
- Programming: JavaScript, C#, Ruby, Node.js

Experience

Senior Cloud Advocate
Microsoft

2018 – 2025

Led developer education and advocacy efforts across Microsoft's open-source and cloud ecosystem. Partnered with engineering, marketing, and product teams to deliver scalable developer engagement through storytelling, technical content, and direct outreach.

- Helped grow the **VS Code YouTube channel to over 775k** subscribers by creating relatable, high-impact developer content
- Built internal GitHub **Copilot training adopted across engineering orgs** to improve AI-assisted productivity
- **Delivered technical talks** and workshops at .NET Conf, NDC, Ignite, and other major events
- **Served as a bridge** between Microsoft product teams and the broader dev community—providing actionable feedback, advocating new features, and building trust
- Created **long-form video series and blog content** focused on Copilot, efficiency in VS Code, and new features
- **Mentored junior advocates** and engineers on narrative-driven content creation and developer communication best practices

Founder & Educator
Big Machine / Indie Developer

2010 – Present

I created this company to focus on self-taught developers, like me, who were dealing with imposter syndrome. I spent 2.5 years learning core CS topics, distilled them, and decided to share what I had learned through books and online courses.

- Wrote *The Imposter's Handbook* (25k+ copies sold independently), a developer-focused book on CS fundamentals for self-taught programmers
- Wrote *The Imposter's Roadmap*, a guide for developing skills outside of programming, including collaboration, devops, and what it means to ship software.
- Wrote *A Curious Moon*, an educational novel teaching PostgreSQL through story-driven learning

- **Created and sold $1M+ in online technical courses** on Git, software architecture, databases, and core CS concepts
- Built a **15,000+ subscriber email list** and thousands of YouTube subscribers via original, approachable developer education content
- Produced courses including *The Missing CS Degree*, *The GitHub OS*, and *PostgreSQL Fundamentals*
- **Created and hosted *This Developer's Life***, a top-ranked iTunes podcast that ran for several years, blending storytelling with developer culture
- **Created content for Pluralsight** including *Speaking Fundamentals* and sold Tekpub.com to Pluralsight in 2014

Senior Program Manager – ASP.NET MVC Team

Microsoft

2006 – 2009

Recruited by Scott Guthrie to join the ASP.NET team during the inception of the ASP.NET MVC framework. Played a pivotal role in shaping the framework's direction, focusing on developer experience and community engagement.

- **Framework Development**: Collaborated closely with engineering teams to design and implement core features of ASP.NET MVC, emphasizing testability and adherence to the MVC pattern.
- **Community Engagement**: Acted as a liaison between Microsoft and the developer community, gathering feedback and advocating for developer needs in product decisions.
- **Content Creation**: Produced comprehensive tutorials, blog posts, and screencasts to educate developers on adopting ASP.NET MVC, significantly accelerating its adoption rate.
- **Conference Speaking**: Represented Microsoft at various developer conferences, delivering sessions that demystified ASP.NET MVC and showcased its capabilities.
- **Open Source Advocacy**: Championed open-source practices within Microsoft, contributing to a more transparent development process for ASP.NET MVC.

Education

Earned a Bachelor of Science in Geology, with a minor in Computer Science, from UC Santa Barbara.

Publications

- *The Imposter's Handbook* – guide to CS fundamentals for self-taught developers
- *A Curious Moon* – a novel teaching PostgreSQL through narrative
- *This Developer's Life* – co-creator and host of a top-ranked iTunes podcast
- Course creator: *The GitHub OS*, *PostgreSQL Fundamentals*, *The Missing CS Degree*, and more
- Speaker at .NET Conf, Microsoft Ignite, NDC, DevIntersection, and other events
- Pluralsight author: *Speaking Fundamentals* and others

Selected Talks & Appearances

- [Every Day, Real World Uses for Copilot](#) – NDC London 2025
  Demonstrated practical use cases for GitHub Copilot, showcasing how AI can augment daily development workflows and boost productivity.
- [Working with Vue 3.0 and ASP.NET Minimal API](#) – NDC Oslo 2023
  Delivered a hands-on walkthrough integrating modern front-end frameworks with lightweight back-end services using ASP.NET and Vue 3.0.
- [CompSci and My Day Job](#) – NDC Oslo
  Connected core computer science principles—like logic, state machines, and algorithms—to everyday development, making CS theory accessible and actionable.
- [How Complexity Theory Can Save Your Job](#) – NDC Oslo
  Explained the real-world value of computational complexity, helping developers understand performance trade-offs and architectural choices.

Open Source & Community

- Created [SubSonic](#), a .NET Object-relational Mapper (700+ stars total on GitHub)
- Created [Massive](#), a simple query tool for .NET (1.8K stars on GitHub, handed to my friend Frans when I went full time on other things)
- Created [Massive.js](#), a simple query tool for Node.js (2.5k stars on GitHub). Transferred to my friend Dian Faye when I went full time on other things.

- Created [Moebius](), a simple query tool for Elixir (I like query tools) which is now retired (600+ stars on GitHub).
- Contributor to open-source projects in the .NET and JavaScript ecosystems, including [Ghost](), [Viper](), and a host of Microsoft projects.
- Active community member focused on mentoring, accessibility, and human-first developer tools