Opening Up: Sharing Data and Technology as a Growth Strategy

Steve **Rabuchin**

Abstract

Amazon.com has thrown open the doors to its data and technology, and issued a challenge to software developers -- surprise us. More than 120,000 software developers are using Amazon Web Services to build their own businesses that cater to Amazon's shopping customers or retailers who sell through Amazon.com. Steve Rabuchin, who heads the Amazon Web Services developer relations group, will talk about the reasons Amazon decided to open up its data and technology, the challenges in doing so, and how the company is helping developers succeed as innovators and entrepreneurs.

Table of Contents

1. Late-breaking Talk

The author did not prepare a paper for the proceedings.

Biography

Steve **Rabuchin**

Developer Relations Director, Amazon Web Services
Amazon [http://www.amazon.com]
Seattle
Washington
United States of America

Steve Rabuchin is the director of developer relations for Amazon Web Services (AWS). In this role, he is focused on helping the AWS developer community achieve success in building innovative and successful businesses using Amazon.com data and technology. In addition to spearheading the AWS Developer Relations Program, Rabuchin leads outbound marketing, business development, partner strategy and developer support for AWS.Rabuchin's passion is helping customers successfully grow their businesses by marketing and supporting developer communities. He spent the early years of his career in software sales and sales management. Rabuchin then moved on to positions focusing on business development and marketing, helping companies grow revenue through developer-targeted solutions. He built and launched the Ready for Rational Partner Program for Rational Software, and was responsible for double-digit revenue growth for three years straight while serving as director of marketing for the company. Rabuchin founded the software startup Vigor, a builder of developer tools, which was acquired by a NASDAQ 100 company. With more than 30 years of industry experience, he's also held positions at IBM, Intersolv and Easel.Rabuchin earned his bachelor's degree in business management from California State University, Northridge where he graduated Cum Laude.