Jay Gordon

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Senior Program Manager at Microsoft leading developer growth and community programs for Azure Cosmos DB, with a background in developer advocacy, systems administration, and cloud infrastructure. Develops global conferences, workshops, labs, and live and recorded technical content that help new and experienced developers build with cloud databases and AI. Partners with engineering teams to improve documentation, AI coding agent guidance, and product experiences through developer feedback and hands-on evaluation.

CORE TECHNICAL SKILLS

CLOUD PLATFORMS
Azure, AWS, Google Cloud

DATA PLATFORMS
Azure Cosmos DB, Azure DocumentDB, MongoDB, PostgreSQL

INFRASTRUCTURE
Linux, Windows, virtualization, data centers, monitoring, incident response

DEVELOPER ENABLEMENT
Technical content, conferences, workshops, community programs

AI & MODERN DEVELOPMENT
VS Code, GitHub Copilot, agentic application patterns, MCP servers, AI agents

AUTOMATION & TOOLING
Terraform, Ansible, Chef, GitHub Actions

CONTENT CREATION & DISTRIBUTION
WordPress, Sprinklr, Hootsuite, Adobe Customer Journey Analytics

PROFESSIONAL EXPERIENCE

MICROSOFT February 2022 – Present

Senior Program Manager, Azure Cosmos DB

- Lead Azure Cosmos DB developer growth and community programs across engineering, product, developer relations, marketing, and field teams. Work with product managers to ensure required content is ready for new feature releases.
- Built and ran Project SCOPE evaluations with developer relations engineers to measure coding-agent propensity and efficacy across multiple AI models. Assessed hundreds of generated code samples across Python, Node.js, Java, and .NET using static analysis, compile-time checks, execution, and unit test validation. Findings informed 20 merged pull requests to the Azure Cosmos DB Agent Kit and 27 public documentation improvements.
- Built internal reporting applications, including a YouTube retention tool that identifies where videos lose viewers to inform future content planning. Maintain dashboards, mindshare reporting, and release tracking to align developer programs with engineering milestones.
- Write technical blogs and create video explainers about Azure Cosmos DB. Deliver regular live streams and demos covering AI application development, vector and hybrid search, GitHub Copilot, MCP servers, and agent skills. Answer product questions on Reddit, Stack Overflow, X, and LinkedIn.
- Own social media strategy and manage all Azure Cosmos DB social channels, plus technical content across DevBlogs, YouTube, and GitHub. Grew the LinkedIn page from 6,000 to 10,000 followers in two years and the YouTube channel from 5,200 subscribers in 2022 to 10,000 in 2026, both without paid placement.
- Own Azure Cosmos DB Conf from planning through live production, managing budgets, vendors, the call for proposals, speaker development, content planning, run of show, and scripts for live segments. Built the event website, coordinated customer testimonials, recorded and edited promotional videos, and hosted the live broadcast in studio.

MICROSOFT

August 2018 – February 2022

Cloud Advocate

New York, NY

- Helped developers adopt Azure by turning cloud infrastructure and DevOps concepts into working sample applications, reusable deployment workflows, and hands-on labs. Created practical guidance for provisioning infrastructure, deploying Kubernetes applications, and managing secrets with Bicep, Terraform, GitHub Actions, and Azure Key Vault.
- Built AzureFunBytes into a weekly developer education program spanning more than 60 episodes. Gave developers direct access to Microsoft engineers and product experts through live demonstrations and audience Q&A. Extended each broadcast's usefulness through recordings and written tutorials available beyond the live event.
- Created and hosted On-Call Nightmares, a 48-episode podcast documenting lessons from production incidents and on-call operations. Interviewed engineers and industry leaders from Google, Netflix, Twilio, and Red Hat, making their operational experience available to the wider developer and DevOps community.
- Designed, produced, and co-hosted MSCreate: DevOps, connecting expert instruction with hands-on implementation. Delivered training that showed developers how to automate Kubernetes deployments with Bicep and GitHub Actions and secure sensitive information with Azure Key Vault.
- Served as an organizer for DevOpsDays New York City and spoke at DevOpsDays events worldwide, sharing practical lessons from production infrastructure and on-call operations. Delivered Azure presentations, workshops, and hands-on labs at Microsoft Ignite, Ignite the Tour, and community conferences.
- Gave community projects and contributors visibility through Microsoft's developer channels. Curated the weekly Top Stories from the Microsoft DevOps Community series, connecting readers with practical tutorials, engineering approaches, and reusable resources.

MONGODB

April 2017 – August 2018

Cloud Developer Advocate

New York, NY

- Helped launch MongoDB Atlas and transitioned into developer advocacy to drive adoption of the new database-as-a-service (DBaaS) platform. Built deployment demos across AWS, Azure, and Google Cloud using Terraform, Ansible, and Chef, including a reusable Ansible playbook for provisioning Atlas clusters through its API. Provided technical education and direct guidance on security, provisioning, and backups to help developers evaluate, deploy, and operate Atlas.
- Led the MongoDB Masters Program and supported MongoDB User Groups worldwide, connecting developers, DBAs, and operators with experienced practitioners. Hosted Developer Advocacy Day at MongoDB World 2018, giving community members direct access to product and engineering teams.
- Delivered O'Reilly's Introduction to MongoDB video course, guiding users from database fundamentals through cluster deployment and application integration. Created tutorials, presentations, videos, and live demos that helped developers put MongoDB into practice.
- Turned community-led technical talks into blogs and videos, extending their reach beyond live events and supporting lead generation and customer acquisition.

MONGODB

March 2016 – April 2017

Cloud Technical Account Manager

New York, NY

Provided high-touch technical onboarding and operational support for MongoDB cloud services. Worked directly with customers to ensure stable deployments, troubleshoot production issues, and resolve configuration and reliability challenges. Analyzed recurring incidents to identify patterns and recommend product and documentation improvements.

DIGITALOCEAN

July 2015 – January 2016

Platform Engineer / TechOps Engineer

New York, NY

Supported the reliability and scalability of DigitalOcean's IaaS platform. Built and maintained infrastructure using Chef, automated reporting with Ansible, and partnered with software engineers to deploy and automate changes across production systems. Served as a primary escalation point for incidents and supported data center operations, capacity planning, and virtualization in geographically distributed environments.

BUZZFEED

January 2014 – June 2015

System Administrator

New York, NY

System Administrator on a senior operations team maintaining 24x7 uptime for BuzzFeed.com, one of the world's most traffic-intensive media platforms. Supported cloud and bare-metal environments, participated in major viral traffic events, and helped scale infrastructure under extreme, unpredictable load.

Worked cross-functionally to diagnose and resolve complex production issues, build new data center points of presence, and collaborate with vendors on reliability and scaling initiatives. Contributed to security planning and incident response during high-impact, all-hands events, including the global viral surge caused by #TheDress.

SELECTED TALKS & PROJECTS

AI evaluation / 2026

Agent Efficacy / Project SCOPE

Built and ran coding-agent evaluations across multiple AI models and hundreds of generated samples using static analysis, compile-time checks, execution, and unit tests. Findings informed 20 merged Agent Kit pull requests and 27 public documentation improvements. Co-presented From Findings to Fixes with Cedric Vidal and was featured in Microsoft's SCOPE case study. In evaluated scenarios, a targeted update increased hierarchical partition-key adoption from 47% to 100% and reduced OFFSET/LIMIT usage from 47% to 0%.

Agentic application development / 2026

Microsoft Reactor demonstrations

Delivered Vibe Coding on Azure Cosmos DB: Build an AI App and Building APIs Faster with Agentic Development and Azure Cosmos DB. Demonstrated GitHub Copilot, Azure MCP, and the Azure Cosmos DB Agent Kit through application builds covering CRUD APIs, SDK integration, data modeling, partitioning, and indexing.

Conference / 2025

Microsoft Ignite

Co-presented Vibe coding: Ship it faster with GitHub Copilot and Azure Cosmos DB with Sajeetharan Sinnathurai. Demonstrated application development using GitHub Copilot, the Azure Cosmos DB Linux emulator, and the VS Code extension, giving developers a practical workflow for building and testing locally.

Technical discussion / June 2026

The Ravit Show — Azure Cosmos DB Conf Key Takeaways

Joined Ravit Jain and Patty Chow for a technical discussion translating conference announcements into practical guidance for building AI applications. Covered agent memory, hybrid search, global scale, query cost visibility, and the Azure Cosmos DB Agent Kit.

Developer conference / 2023–2026

Azure Cosmos DB Conf

Led planning, production, and live hosting for the annual developer conference, including the five-hour 2026 broadcast. Built the event website, developed speakers and technical programming, and coordinated customer testimonials. The 2026 program covered AI agent memory, retrieval, data modeling, and production architecture.

Developer education / 2020–2022

AzureFunBytes and MSCreate: DevOps

Created and hosted more than 60 AzureFunBytes episodes, including walkthroughs of Bicep infrastructure deployment and Durable Functions automation. Produced and co-hosted MSCreate: DevOps, teaching automated Kubernetes deployment with Bicep, GitHub Actions, and Azure Key Vault.

Reliability / 2018–2020

Operational reliability and community education

Created and hosted the 48-episode On-Call Nightmares podcast, sharing incident-response and reliability lessons from practitioners including Kelsey Hightower, Silvia Botros, and Ryan Kitchens. Presented Checklists: Good Enough for NASA, Good Enough for Your App at DevOpsDays, translating operational experience into practical engineering habits.

Conference / 2018

Microsoft Ignite — The Tour, Berlin

Demonstrated Running Your First Docker Container in Azure, introducing container deployment through Azure Container Registry and Azure App Service. Published the accompanying sample application so developers could follow the workflow themselves.

Database deployment / 2017–2018

MongoDB Atlas deployment and automation

Published an Ansible playbook that provisioned MongoDB Atlas clusters through its API. Authored Modern Distributed Application Deployment with Kubernetes and MongoDB Atlas, demonstrating how to containerize a Node.js application with Docker, connect it to Atlas, and deploy it on Google Kubernetes Engine.

Technical training / 2017

MongoDB — O'Reilly

Delivered Introduction to MongoDB, guiding developers from document database fundamentals through Atlas deployment, application connectivity, and data operations. Covered backups, alerts, and performance monitoring to connect initial adoption with operational readiness.

Production reliability / 2015; presented 2019

BuzzFeed — production reliability and #TheDress

Served as the on-call engineer during the viral traffic surge that exceeded 670,000 active visitors. Worked with the engineering team to mitigate production failures, then shared lessons in incident response, scaling, and operational toil through What I Learned From a Dress, an On-Call Nightmare at DevOpsDays Portland.