

Heiko Hotz
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EDUCATION

- 2013 - 2015** **London Business School**
Master of Business Administration
- 2000 - 2008** **Ludwig-Maximilians-Universität, Munich, Germany**
Master in Theoretical Physics and Computer Science

SUMMARY

A Developer Relations leader and AI practitioner with over 8 years of experience in machine learning and a proven track record of building and nurturing technical communities. Passionate about empowering developers by creating exceptional educational content, scaling ecosystems through strategic partnerships, and acting as the crucial bridge between the developer community and product engineering teams.

BUSINESS EXPERIENCE

- 2024 - present** **Google Cloud - Generative AI Blackbelt (Applied AI Engineering)**
- Empowered developers at strategic customers to adopt GenAI, leading to a 24x YoY revenue expansion to \$2.3M MRR by creating and scaling technical frameworks, demos, and practical, community-adopted tools.
 - Acted as the "voice of the developer" to influence the Google DeepMind product roadmap for Gemini, translating hands-on feedback from strategic partners and customers into actionable requirements for core engineering teams.
 - Provided critical, hands-on feedback on pre-release APIs (Vertex AI Prompt Optimizer), acting as the 'zeroth customer' to ensure developer-centric design and intuitive functionality before public launch.
 - Authored and distributed influential technical content and guides (500K+ views), defining the vision for solving emergent GenAI challenges related to model interaction and AI agent assessment.
- 2021 - 2024** **NLP London - Founder & Community Lead**
- Established and scaled NLP London, the city's leading community for Natural Language Processing practitioners, from inception to over 1,000 members in three years.
 - Organized and delivered 10+ technical workshops and developer events with over 50 attendees on average, creating hands-on tutorials, live-coding demos, and expert content focused on productionalizing transformer models.
- 2020 - 2024** **AWS - Principal Solutions Architect, AI/ML**
- Led the technical go-to-market strategy for the Hugging Face partnership, scaling developer adoption and increasing workload revenue by 6x through targeted workshops, code samples, and reference architectures.
 - Enabled a multinational media conglomerate's development teams to adopt GenAI by co-developing an internal LLM playground and guiding the creation of custom models on Amazon Bedrock.
- 2017 - 2020** **Amazon - Senior Program Manager & Lead Data Scientist**
- Designed and deployed ML models in EU Customer Service to identify and reduce concession drivers, resulting in a €68m annual net reduction.
- 2015 - 2017** **FTI Consulting - Senior Director Data Analytics**
- Led data analytics for a major financial fraud case, developing a transaction tracing tool whose analysis was critical to a favourable court verdict.
- 2008 - 2013** **Q_PERIOR - Senior SAP Consultant**
- Managed multi-country project (6 nations) for a global energy company to improve intra-corporate sales/purchase strategy; developed/implemented measures streamlining information flow and increasing process speed by 5x.

2001 - 2007

PANASONIC - Software Engineer

- Architected and spearheaded the development of a sophisticated syntax colouring engine for a Programmable Logic Controller (PLC) Integrated Development Environment (IDE), leading implementation, rigorous testing, and critical stakeholder management.

TECHNICAL SKILLS

- **Languages:** Python, TypeScript, JavaScript, SQL
- **AI/ML Frameworks:** TensorFlow, PyTorch, Hugging Face, LangChain, Google Agent Development Kit (ADK), Agent2Agent Protocol (A2A), Model Context Protocol (MCP)
- **Platforms & Tools:** Google Cloud (Vertex AI, Gemini), AWS (Bedrock, SageMaker), Docker, Git

DEVELOPER ADVOCACY & CONTENT (Examples)

- **Community Leadership:** Founded and grew NLP London to 1,000+ members, establishing the go-to resource for NLP developers in the city. See: [NLP London Website](#), [Recorded NLP London Session](#).
- **Technical Content:** Authored a foundational blog post on "[RAG vs Finetuning](#)" (184k views), becoming a key resource for developers tackling advanced model customization.
- **Industry Collaboration:** Partnered with O'Reilly Media as a subject matter expert, co-authoring a widely-read [article on multi-agent system design](#) and featuring as a guest on their [flagship AI podcast](#).
- **Developer Tooling:** Authored the [official reference architecture](#) for the Gemini Live API, providing the core documentation and code samples that enable developers to build real-time conversational AI applications.
- **Technical Evangelism:** Created and delivered technical workshops and webinars for developer communities, including a [session](#) for the "Build on AWS" series.

LANGUAGES

Fluent English, Native German, Conversational Spanish, Basic French