

Sample job posting: Evangelist

Title: Principal Evangelist, Startups and Venture Capital, AWS Startup Marketing

Company: Amazon Web Services

Location: United States (Santa Clara; East Palo Alto; San Francisco)

Compensation: \$188,900 - \$330,500

Date: May 2025

About the role:

AWS is seeking a Principal Startup Evangelist to showcase how startups build, engage, and grow together with AWS. As Principal Startup Evangelist, you will engage the world's most exciting new businesses and venture capital firms. You'll take a leading role in defining our value proposition and narrative for startups, acting as a technical thought leader with a deep understanding of how they can use cloud and AI services and AWS Startup programs to accelerate their growth. You'll create and present technical content that shows how startups at every stage can use AWS – highlighting everyday coding practices, cloud architectures, in-depth tutorials, code samples, and best practices for scaling revenue growth.

Responsibilities:

- Create and drive our messaging narrative for startups, including our primary value proposition, customer promises, and reasons to believe
- Lead engagements with top startups and VC firms, delivering executive briefings and technical workshops that show why AWS is the best cloud and AI provider for startups
- Serve as a public-facing evangelist for AWS Startup Marketing through speaking engagements, media interviews, and community engagement.

- Deliver world-class technical content, including executive presentations, event keynote sessions and presentations, community activations, web content, demonstrations, and technical materials
- Create original content including livestreams, partner interviews, workshops, podcasts, and industry leader conversations.
- Drive awareness and preference for AWS that delivers influenced opportunities and pipeline through marketing activities across EBCs, events, digital, and field channels.

Qualifications:

- Required
 - Bachelor's degree in Computer Science, Engineering, a related field, or equivalent experience
 - Oral and written skills, with experience delivering technical content to audiences of varied backgrounds.
 - Knowledge of existing and developing technologies as it relates to AI models and cloud computing
 - 8+ years in technology industry focused on startups/venture capital
 - 5+ years of experience in technical content creation and storytelling
- Preferred
 - Proven ability to evaluate and guide early-stage and scaling companies
 - Startup founder, C-level executive, or venture capital investment experience with hands-on understanding of startup challenges and growth dynamics
 - Analytical and technical assessment skills with ability to evaluate complex requirements and business models
 - Proven track record identifying, evaluating, and advising on emerging technologies and market trends
 - Multi-domain technical expertise across areas such as AI/ML, cybersecurity, data analytics, or infrastructure technologies
 - Proven experience developing applications using generative AI tools and foundational models, including prototypes and production-ready solutions.
 - Experience with AWS AI/ML services such as Amazon Bedrock, and understanding of how to integrate these services into generative AI workflows.

- Demonstrable experience engaging with developer communities, including creating technical content, public speaking, or active participation on platforms like GitHub, Stack Overflow, or developer forums.