

Andrés Valero

Principal Technology Advocate · Cloud-Native & Edge Specialist

valero.aj@gmail.com
linkedin.com/in/avalero
Valencia, Spain

// PROFESSIONAL SUMMARY

Seasoned technology leader with 10+ years driving go-to-market strategy, product positioning, and cloud-native adoption across Kubernetes, edge computing, and multi-cloud platforms. Proven track record of translating complex technical capabilities into compelling narratives that accelerate enterprise adoption and market growth. Expert at bridging engineering, product, and sales — building enablement programs, shaping product direction through market insights, and leading high-impact presence at global industry events. Certified in Product Marketing; recognized speaker, Arm Ambassador, and community advocate in the cloud-native ecosystem.

// CORE SKILLS

Leadership & Strategy

Go-to-Market Strategy · Product Positioning & Messaging · Competitive Intelligence · Market Research · Buyer Personas · Demand Generation · SaaS Metrics (MRR, CAC, LTV) · Cross-Functional Leadership · Stakeholder Engagement · Technical Enablement

Cloud-Native & Infrastructure

Multi-Cloud (AWS, Azure, GCP) · Kubernetes · OpenShift · Rancher · Red Hat ACM · SUSE Edge · GitOps · ArgoCD · Fleet · CAPI · Linux

Engineering & Automation

Ansible · Python · Bash · Perl · Virtualization Platforms

// PROFESSIONAL EXPERIENCE

Arm Ambassador

Arm · Remote · Present

- › Recognised by Arm as a community ambassador for expertise in Arm architecture applied to edge computing and cloud-native workloads.
- › Advocate for Arm-based infrastructure within the cloud-native ecosystem — producing technical content, participating in community discussions, and representing Arm's technology at industry events.
- › Create technical content — articles, demos, and presentations — bridging Arm architecture and real-world edge and telco deployments, helping engineers understand the value of Arm at the edge.
- › Focused on advancing adoption of Arm-powered solutions for 5G, IoT, and cloud-native edge computing use cases.

Principal Technology Advocate — Telco & Edge

SUSE · Remote, Spain · January 2026 – Present

- › Lead external representation of SUSE's portfolio at MWC, KubeCon, and SUSECON — designing demos that translate complex edge and telco capabilities into clear narratives for technical and executive audiences.
 - › Drive community engagement through public content creation: technical blog posts, video series, and social thought leadership expanding SUSE's cloud-native reach.
 - › Serve as keynote and panel speaker at industry conferences, helping audiences navigate complex concepts through real-world examples.
 - › Act as the voice of the community back into the organization, channelling ecosystem feedback to shape product and content direction.
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Principal Technical Marketing Manager — Telco & Edge

SUSE · Remote, Spain · July 2023 – December 2025

- › Owned GTM strategy and technical positioning for SUSE Edge and SUSE Telco Cloud — defining messaging frameworks that accelerated enterprise adoption.
- › Directed technical enablement programs driving Kubernetes-at-the-Edge adoption and strengthening competitive positioning in key markets.
- › Partnered with engineering leadership to influence product roadmap priorities based on market intelligence and customer insights.
- › Orchestrated SUSE's technical presence at global events, coordinating cross-functional teams to deliver cohesive, high-impact demo experiences.

Senior Technical Marketing Manager — Cloud & Hyperscalers

SUSE · Remote, Spain · December 2021 – June 2023

- › Played a founding role in the creation of the Rancher Prime brand — contributing to positioning, messaging, and GTM strategy.
- › Authored cornerstone sales enablement assets: Multi-Cluster Management Buyer's Guide, battle cards, and competitive comparison documents.
- › Represented SUSE at KubeCon, delivering live multi-cloud and multi-cluster management demos to global audiences.

Senior Specialist Solution Architect

Red Hat · Remote, Spain · November 2019 – December 2021

- › Designed and led high-impact PoC engagements for enterprise clients across EMEA, architecting hybrid and multi-cloud Kubernetes solutions with high commercial success.
- › Co-created the OpenShift Platform+ reference architecture — encompassing storage, security, management, and container registry — adopted across EMEA.
- › Ran technical enablement workshops embedding cloud-native best practices and directly influencing product adoption and roadmap direction.

CloudForms Specialist Solution Architect

Red Hat · Barcelona, Spain · August 2017 – December 2019

- › Led cloud management PoC engagements demonstrating automation value and hybrid cloud governance to enterprise prospects.
- › Organised and managed Hack-a-thons and Test-a-thons ensuring cross-functional participation to accelerate product improvement and open source contributions.
- › Built and led internal knowledge transfer programs, closing expertise gaps and improving marketing-field alignment.

DevOps Engineer

Capgemini · Valencia, Spain · July 2014 – August 2017

- › Transformed deployment and testing processes through automation, reducing release times by 40% and enabling faster go-to-market cycles.
- › Modernised a legacy Perl system to a Python-based platform with database integration and multi-threading, significantly improving reliability and visibility.
- › Developed Python and Bash automation scripts that reduced operational errors by 40%.

Early Career — Sales Associate to After-Sales Manager

Carrefour · Spain · 2000 – 2014

- › Advanced over 14 years, leading teams of 20+ and building a new operations model that improved service satisfaction by 25%.
- › Reduced dead stock in-store by 60% through process redesign.

// EDUCATION

Technical Industrial Engineer in Electronics

Universidad Politécnica de Valencia

// CERTIFICATIONS

Product Marketing Core	Product Marketing Alliance	2022
Certified Kubernetes Administrator (CKA)	CNCF	2020
Certified Kubernetes Application Developer (CKAD)	CNCF	2021
RH Certified Specialist in Hybrid Cloud Management	Red Hat	2018
ITIL Foundation in IT Service Management	AXELOS	2016
CP100A: Google Cloud Platform Fundamentals	Google	2016
Virtualization & High Availability with Open Source Tools	—	2016

// VOLUNTEERING & COMMUNITY LEADERSHIP

Flood Relief Coordinator — Massanassa Community · Q4 2024

Following the devastating floods that impacted Massanassa and surrounding communities in Valencia, stepped up as a local coordinator — organising inbound support from outside the affected area, leading ground-level cleaning operations, and ensuring fresh food and supplies reached residents in need.