

# Podcast Episode 109 - Why Developer and Ops Advocacy Fails and How to Use Empathy to Save It with Patrick Hubbard

Patrick Hubbard is the Principal Head Geek at SolarWinds, but more importantly, he's someone who has great lessons in how to communicate in a world where tech teams seem to be on a different page. This great conversation will be exciting for anyone who's involved in developer advocacy, ops advocacy, or any cross-team work. We cover how to communicate, how to create meaningful content, and meaningful relationships through the power of people and technology.

This chat explores DevOps challenges and also will be a super fun listen for anyone in tech as we talk about the history of how we got here and Patrick's very broad background that led him to be where he is today. I've long been a student and a fan of Patrick so this was a particular pleasure to share a microphone with him for this episode.

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