

Carlos Robles

Principal Product Manager — DevEx & AI



Denver, CO 80238



github.com/croblesm



720-375-6815



linkedin.com/in/croblesm



contact@croblesm.com

Principal Product Manager at Microsoft (DevEx & Core AI) with 16+ years of experience across software engineering, solutions architecture, data, and product leadership. Lead GitHub Copilot for database workflows and shape multi-model AI strategy through partnerships with internal AI teams and customer research.

Drive platform adoption through GTM strategy, developer and open source community engagement, and telemetry-informed product decisions. Ensure Responsible AI compliance across enterprise-facing developer tools.

International speaker and DevEx thought leader with deep experience in developer ecosystems, open source communities, cloud infrastructure, and AI-enhanced platforms. Former AWS architect and Microsoft MVP.



Work Experience

2025-03 - Current

Principal PM - SQL Developer Experiences

Microsoft, Redmon (Remote)

- **Led GitHub Copilot database workflows** from vision to Public Preview at //Build 2025, aligning 9 cross-functional teams and executing against a telemetry-informed roadmap, delivering 100% of scoped features on time
- **Drove 64% MAU growth** for VS Code MSSQL extension (204K to 336K users in 8 months) through data-driven roadmap planning, converting Customer Zero cohorts, MVP PGIs, and telemetry insights into strategic product investments
- **Executed Azure Data Studio retirement strategy** in under 2 months with executive alignment, analyzing hundreds of feedback points and launching Open Roadmap initiative, resulting in 40% improvement in user sentiment and seamless migration to VS Code tooling
- **Led comprehensive GTM and developer evangelism** including FabCon (145+ attendees), MVP PGIs (5/5 feedback score), and VS Code livestreams (4.2K+ views). Authored technical blogs with 28K+ readership driving awareness and adoption
- **Shipped core platform capabilities** (new UI, Schema Designer/Compare, Dev Containers, local SQL containers), maintaining 65%+ user stickiness via continuous feedback loop with telemetry insights and developer interviews
- **Established end-to-end compliance framework** by completing RAI/DSB processes, managing NDA-bound preview participants, and creating reusable Azure AI integration templates to ensure regulatory and enterprise readiness

2023-05 - 2025-02

Senior PM - SQL Developer Experiences

Microsoft, Redmon (Remote)

- **Led comprehensive developer research initiative** with 50+ internal/external interviews and competitive platform analysis, driving a redefined Azure SQL developer experience strategy adopted across product teams
- **Transformed MSSQL extension for VS Code** from traditional DBA tooling to developer-first platform, achieving 9.4% user growth (175K to 192K MAU) in three months through targeted GTM strategy and developer-centric feature prioritization

2022-05 - 2023-05

- **Pioneered GitHub Copilot integration strategy** by authoring foundational documentation for Azure Data and coordinating with DevDiv and VS Code teams, enabling the first AI-assisted workflows for database development
- **Designed and shipped Dev Container templates** (SQL DB + .NET, .NET Aspire, Node.js, Python, DAB variants) achieving 5,120+ downloads and reducing developer onboarding time by 20-30%
- **Drove Azure Data Studio retirement** by completing all internal compliance process and migration plans in under one week, resulting in 8% growth in VS Code extension adoption and narrowing the user gap from 80K to 71K
- **Built roadmap prioritization pipeline** by classifying hundreds of Azure Feedback and community posts using keyword tagging and telemetry heuristics, aligning themes with MVP and enterprise inputs.

Senior PM - Azure SQL Database Migration Service

Microsoft, Redmon (Remote)

- **Led Azure SQL Database offline migrations** from concept to GA, implementing pre-validation and telemetry-driven improvements that increased migration success rates by 76%, enabling 723 total migrations within 3 months of preview
- **Drove migration success rate improvements** across all Azure SQL targets through actionable error messaging, pre-migration validations, and comprehensive documentation updates, increasing SQL MI success rates from 37% to 59% and SQL VM from 34% to 79%
- **Shipped key product features** (e.g., login/TDE-enabled migrations, SKU recommendations, cross-subscription support) directly shaped by enterprise client feedback to enhance service coverage and enterprise readiness
- **Built comprehensive GTM framework** (docs, enablement, product launches), adopted as standard across Azure Data migration tools, reducing onboarding and launch prep time across teams
- **Established customer feedback loops** through focus groups, PASS Summit sessions, and direct engagements with Fortune 500 enterprises to drive roadmap prioritization and align features with high-impact customer needs
- **Executed DMS v1 retirement strategy** reducing active users from 700 to 250 through proactive communication, tooling support, and migration assistance, ensuring seamless transition to modern Azure migration services

2021-04 - 2022-05

Senior Database Solutions Architect

Amazon Web Services, Seattle (Remote)

- **Supported global enterprise clients** across key industries as part of AWS WWSO, delivering tailored architecture for complex database workloads and accelerating cloud adoption
- **Selected for AWS Delta team** — top-tier architects focused on AWS's highest-priority global engagements — providing specialized database solutions that influenced strategic customer outcomes and internal service enhancements
- **Delivered thought leadership at global scale** authoring Amazon RDS workshops and technical sessions at PASS Summit and re:Invent. Authored reference architectures and best-practice blogs that influenced AWS service roadmap decisions
- **Built repeatable customer value frameworks** through reusable patterns and solution standardization, reducing adoption blockers and increasing database service uptake across AWS's global customer base
- **Acted as voice of the customer** for the Amazon RDS product group, surfacing enterprise feedback and influencing TCO programs and service development priorities through direct engagement with AWS product teams
- **Translated engineering best practices** into actionable guidance, enabling AWS's global database specialist community to scale solution delivery and maintain architectural consistency across regions

2020-10 - 2021-04

Solutions Architect (Consultant)

Slalom Consulting, Seattle (Remote)

- **Architected cloud-native platforms for Fortune 500 clients** using Azure and AWS, by designing and implementing scalable architectures for different workloads.

2017-02 - 2020-10

Solutions Architect

2006-01 - 2017-02

ATOS IT Services And Solutions, Denver

- **Delivered hybrid cloud solutions** (Azure/AWS) for enterprise clients, bridging technical teams and stakeholders to enable scalable, cross-region deployments.

Earlier Experience

Multiple, Guatemala

- **DBA Manager / Senior Oracle & SQL Server DBA**, ATOS IT Services & Solutions, Guatemala | 2012 - 2017 - Led global DBA operations across Oracle and SQL Server fleets for Fortune 500 clients. Built automation frameworks and performance reporting systems, and scaled international DBA teams to improve consistency and operational efficiency.
- **DBA Assistant Manager / Senior Oracle & SQL Server DBA**, Xerox, Guatemala | 2009 - 2012 - Managed and modernized high-availability database environments across U.S and LATAM regions. Led DBA teams across multiple time zones, improving process standardization, tuning, and compliance.
- **Oracle Database Administrator**, Banco G&T Continental, Guatemala | 2008 - 2009 - Administered Oracle and SQL Server platforms for national banking systems, building ETL pipelines, reporting automation, and mission-critical data infrastructure.
- **Senior Software Engineer (Independent Contractor)**, Guatemala | 2006 - 2009 - Delivered full-stack applications using .NET, Java, PHP, and JavaScript. Led the entire SDLC for mid-size enterprise clients, improving operations across logistics, finance, and retail industries.



Education

2012-11

Master of Science: Computer Science

Universidad Mariano Galvez De Guatemala - Guatemala

2008-06

Bachelor of Science: Computer Science

Universidad Mariano Galvez - Guatemala



Skills

- **Product & Strategy:** GTM Strategy, Responsible AI, Customer Research, Technical Specifications, Mockup Design, A/B Testing, Open Source program leadership & contributions
- **AI & Dev Platforms:** GitHub Copilot, VS Code, Cursor AI, JetBrains, AI/LLMs, API-first platform strategy, SDKs, ecosystem integrations
- **Developer Languages & Tools:** JavaScript, TypeScript, Python, .NET, Java, Bash
- **Cloud & Infra:** AWS, Azure, Terraform, Kubernetes, Docker, CI/CD, IaC
- **Databases:** SQL Server, PostgreSQL, Oracle, MongoDB



Accomplishments

- **Microsoft Data Platform MVP** - Technical expertise and community leadership recognition
- **Redgate DevOps 100** - Industry recognition for DevOps contributions and thought leadership
- **International Speaker** - Technical sessions at AWS re:Invent, VS Live, SQL Bits, PASS Summit, and other industry conferences



Certifications

- **Microsoft:** DevOps Engineer Expert, Azure Administrator Associate, Azure Data Administrator Associate, Azure Fundamentals
- **Amazon Web Services (AWS):** Solutions Architect Associate, Developer Associate, Database Specialty, Certified Cloud Practitioner
- **GitHub:** GitHub Foundations, GitHub Actions
- **Other:** Linux Foundation Kubernetes and Cloud Native Associate (KCNA), HashiCorp Terraform Associate