Luke Oliff

Head of Developer Relations

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Experience

SpeechifyAI

Head of Developer Relations

Jun 2026 – Present

Leading developer relations for the SpeechifyAI developer platform since day one — the voice AI brand behind the Simba text-to-speech models and the Voice Agents API. I own developer relations, developer marketing, product-led growth, launches, and the partner programme end to end, and I set the strategy for how developers discover, evaluate, and adopt the API. In the first three months I grew the developer network past half a million developer impressions, with rapid month-on-month growth, and led the developer launch of Simba 3.2 — a model that ranked #1 on the public blind TTS leaderboards on release.

- Led developer relations, developer marketing, product-led growth, launches, and the partner programme from day one, growing the developer network past 500k developer impressions in the first three months with rapid month-on-month growth.
- Led the developer launch of Simba 3.2 — the go-forward streaming TTS model, ranked #1 on the public blind TTS leaderboards on release — owning the versioned API changelog, launch content, and go-to-market.
- Built the partner programme: sourced integration partners and shipped official Speechify TTS integrations across Vercel AI SDK, LiveKit (Python and Node), Pipecat, LangChain, Mastra, Puter, TEN, GetStream, Bolna, and n8n, and into AssemblyAI's voice agent.
- Built ask-speechify, a grounded, cited MCP knowledge engine (hosted at mcp.speechify.ai) with hybrid retrieval and an eval harness, plus the Speechify CLI and a library of 17 Agent Skills distributed as a Claude Code plugin.
- Delivered developer content at scale: 30 runnable demos (many live at demos.speechify.ai) and a 63-recipe cookbook spanning TypeScript, Python, and Bash, alongside the documentation and the speechify.ai developer marketing site.
- Grew self-service adoption through a product-led, inbound motion: technical SEO, content, and answer-engine optimisation (AEO) so a comparatively new entrant surfaces accurately against a much older field.
- Established AEO as an ongoing discipline — continuously measuring how LLMs and AI agents represent the product, and correcting for accuracy and fair comparison.
- Owned the official TypeScript and Python SDKs (v4) and the public Fern changelog, and drove API deprecations end to end (voice-cloning v1, Simba 1.6) with migration guides, machine-readable sunset signals, and customer comms.
- Fed developer experience back into the product by reviewing and helping design the developer API, acting as the voice of the developer in API design, and maintained cross-brand API content alignment with the consumer parent brand (speechify.com).

Deepgram

Developer Experience Engineer

Oct 2021 – Jun 2026

I've been centre to shaping the Developer Experience team's strategy and initiatives over the past few years, collaborating closely with Product, Engineering, and Digital Marketing. A significant part of my work focused on defining and building our developer community — hands-on engineering and maintenance of our open-source packages, setting the strategic direction for our open-source programme, and coaching other team members in Developer Relations, Advocacy, and Developer Experience engineering.

- Built visually stunning demos including a YouTube Transcription tool and a new open-source Deepgram AI Voice Agent that I named after my daughter.
- Ideated and delivered our library of open-source demos covering multiple use-cases across many languages.
- Built our very first CLI tool, which alongside API-access features let customers select a use-case and language to set up an open-source demo with a single command.
- Launched our Developer Community on Discord and GitHub Discussions, now home to over 2000 customers and members.
- Re-architected our SDKs to reflect the product closely, improving developer experience and making it easier to support more products.
- Delivered internal tooling such as community-management tools and a Slack-driven URL shortener, with a focus on easy access for all team members.

Netlify

Engineering Manager

Apr 2021 – Oct 2021

A player-coach role managing a team of Principal and Senior Developer Experience engineers, focused on developing and maintaining open-source plugins that enable Netlify to function in a highly-optimised manner across all frameworks and architectures.

- Managed a small team with a mix of highly skilled engineers and new hires.
- Launched Gatsby plugins for Netlify.
- Launched Next plugins for Netlify.

Vonage

Developer Advocate

Jan 2019 – Apr 2021

Joined the Developer Relations team to create and syndicate technical content. I architected, built, and launched a new Developer Education platform along with internal tools and syndication tools to automate content sharing, and worked on the JavaScript Client SDK — integrating Vonage API features with real-time services via WebSocket connections.

- Successfully launched a new Developer Education platform.
- Developed internal tools to streamline workflows and improve team productivity.
- Automated content sharing and syndication, increasing reach and efficiency.
- Created comprehensive documentation and tools to enable team contributions to the content platform.
- Integrated Vonage API features with real-time services using WebSocket connections.
- Addressed security concerns related to client-side connections to public APIs, ensuring robust and secure implementations.

Auth0 by Okta

Technical Writer

Nov 2017 – Jan 2019

Trend content creation. We monitored technology trends, and quickly learned and created content around them while using Auth0 products — requiring a polyglot approach to engineering, fast learning, and community assimilation.

- Consistently identified and monitored emerging technology trends to stay ahead of industry developments.
- Rapidly learned and created content around new trends, showcasing the integration of Auth0 products.
- Demonstrated a polyglot approach to engineering, adapting quickly to various languages and frameworks.
- Produced high-quality, trend-relevant content that engaged and educated the developer community.

HouseSimple (PurpleBricks)

Senior Developer

Sep 2015 – Nov 2017

Platform engineering and technical leadership as part of a small team centered around API development and integration, with my role focused on large-scale projects.

- Led platform engineering and technical leadership for API development and integration.
- Delivered large-scale projects, including greenfield initiatives like house-price-estimate automation tooling.
- Architected API solutions for a new standalone frontend, ensuring robust and scalable design.
- Developed a new platform on AWS, using scripted infrastructure with Terraform for efficient deployment.
- Integrated APIs from multiple vendors, including rightmove.com and zoopla.co.uk, to enrich platform capabilities.

Onhotels.com (closed)

Head of Development

Mar 2014 – Sep 2015

Led a small team of engineers building new aggregated APIs that served millions of searches to dozens of suppliers every day.

- Designed a new architecture, improving search aggregation speed by 10x on the worst-performing searches (20s down to 1s).
- Ensured ISO and PCI DSS compliance, maintaining high standards of security and data protection.
- Designed and implemented a caching system using Redis to deliver immediate results for common and recent searches.

Absolute Radio

Senior Developer

Oct 2013 – Mar 2014

Worked with a small team of software and audio engineers to provide internal tooling, web services, and studio support.

Rock IT Group (closed)

Senior Developer

Feb 2013 – Oct 2013

Founding engineer of a small IT company providing local web services.

Harbour ATS (3DMarComms)

Web Developer

May 2012 – Feb 2013

An engineer in a small team working on customer requests for our core product, Harbour ATS.

Xonadu (X-on)

Web Developer

Jun 2011 – May 2012

An engineer working on SMS short-code and dating apps.

Mumford & Wood

IT Manager

Jun 2006 – Jun 2011

Managed support for all internal clients, workshop machinery, data, reporting, and IT purchasing. Started as an IT Support Engineer providing desktop support, building Crystal Reports, and maintaining our SQL databases.