
ROSS DAVID TURK

OBJECTIVE

To use my solid technical background, interpersonal skills, and modern sensibilities to help people do interesting and important things.

QUALIFICATIONS

I bring solid experience in evangelism, marketing, business and open source communities, strategic analysis, and technical enablement. I can convey complicated ideas in straightforward and engaging ways. I am honest, empathetic and considerate. I understand how people work, and I know how to get things done.

I am a life-long technologist, bringing experience with many systems, languages, frameworks, and architectures, and I can win the respect of expert practitioners. I have a strong focus on visual communication.

WORK EXPERIENCE

ASTRONOMER

SENIOR DIRECTOR OF COMMUNITY (MAR 2022 TO PRESENT)

Astronomer is the company behind Apache Airflow, the most popular workflow scheduler and largest Apache project by number of contributors. Astro Cloud is an end-to-end orchestration platform built for data practitioners & powered by Airflow and OpenLineage.

I built a team of community professionals responsible for the health of the Airflow and OpenLineage communities. In less than eight months, we expanded the OpenLineage ecosystem to include contribution from Microsoft, Snowflake, Manta, Superconductive, and Atlan; this was accompanied by a 5x increase in adoption.

I established key metrics for community growth and managed data pipelines to ensure they were consistently tracked and communicated. I wrote articles, spoke at conferences, enabled field resources, and educated customers on the value of open standards for data.

DATAKIN

VICE PRESIDENT OF MARKETING (MAR 2021 TO MAR 2022)

Datakin delivers data lineage to engineers and analysts with products based on OpenLineage, an ambitious standard designed to make pipelines easier to understand and manage.

Datakin was a small team of talented engineers building an ambitious SaaS data observability product. Based on OpenLineage, an open standard for data lineage, the product allowed pipeline builders to observe the flow of data across multiple systems, platforms, and teams.

I designed marketing automation flows using Hubspot and WordPress, integrating them with the backend to allow for automatic provisioning of new customer instances upon signup. Using content, SEO, and SEM, I onboarded users from 70 organizations in the first 6 months of product availability. To study growth, I implemented custom data pipelines using Airflow, dbt, BigQuery, and Databox.

In March of 2022, Datakin was acquired by Astronomer.

ANCHORE

VICE PRESIDENT OF MARKETING (AUG 2019 TO OCT 2020)

Anchore delivers tools that enable developers to build secure software atop a dynamic and fragmented software supply chain. Customers include the United States Air Force, the Department of Defense, and major financial and technology firms.

I grew marketing from a hobby into a department supporting 7 full-time salespeople, ready for explosive growth. In that time, revenue increased from ~\$0.5M to ~\$2.5M.

For the first six months I acted with no budget, as both executive and sole practitioner. I drove three product launches, a website redesign, implementation of a marketing automation system, announcement of a Series A funding round, and collaborations with Microsoft, GitHub, Red Hat, Atlassian, Cloudbees, and Google.

Once funded, I turned my attention to the staffing and development of demand generation, content creation, and media functions.

NPM

SR. VICE PRESIDENT OF MARKETING & COMMUNITY (NOV 2018 TO APR 2019)

npm, Inc. was the creator and maintainer of the npm JavaScript package management tool and, with over 2 billion downloads per day and 11 million engaged developers, was the operator of the most vibrant community for modular code reuse.

I was the head of the npm marketing, community, and knowledge management teams. In this role, I was directly responsible for defining the go-to-market strategy for the npm Orgs and npm Enterprise product offerings, maintaining our digital properties, and redefining corporate messaging and identity.

I provided executive leadership for the teams developing the npm command-line interface (CLI), managing our communities, and creating documentation and self-help content.

RED HAT

DIRECTOR OF PRODUCT MARKETING (JAN 2015 TO OCT 2018)

I managed messaging, content, and evangelism for the Red Hat Storage family of products, which includes Red Hat Ceph Storage and Red Hat Gluster Storage.

- Launched a new Red Hat Storage portfolio containing technologies from Ceph, a recently acquired technology, and Gluster, its former competitor
- Grew portfolio subscription revenue from ~\$2M to ~\$15M annually
- Produced an extensive library of content for use in keynotes, webinars, briefings, training, and sales conversations
- Achieved Visionary position for Red Hat Storage in the Gartner Magic Quadrant
- Enabled a global sales team through regular updates, briefings, customer win stories, and detailed technical content
- Maintained relationships with key industry analysts and provided leadership for global media activities
- Collaborated with a broad, cross-functional marketing team, ensuring that our storage products were favorably represented in global campaigns and plays

INKTANK

VICE PRESIDENT OF MARKETING & COMMUNITY (SEP 2013 TO JAN 2015)

VICE PRESIDENT OF COMMUNITY (APR 2012 TO SEP 2013)

Inktank was created to promote the commercial adoption of Ceph, an open source distributed storage platform for petabyte-scale. In April, 2014, Inktank was purchased by Red Hat.

I was a member of the founding executive team, ensuring that the Ceph community stayed true to its meritocratic roots while building an adjacent commercial brand.

- Launched the company and grew ARR from 0 to ~\$1.75M
- Managed the inktank.com and ceph.com websites and associated services
- Developed the first commercial pitch for Ceph, introducing it to new audiences by speaking at numerous conferences and trade shows
- Initiated regular Ceph Developer Summit virtual events, where community members could propose features and discuss architectural approaches
- Created a volunteer support program to encourage community members to provide help to new users of Ceph
- Organized Ceph Day events in cities around the world, showcasing prominent users and developers and facilitating adoption
- Presided over the launch of the first commercial Ceph product, Inktank Ceph Enterprise, delivering all required content, design and messaging
- Cultivated and maintained industry analyst relationships, establishing open source software-defined storage as a legitimate technology category
- Managed public relations activities, acting as company spokesperson

TALEND

SENIOR DIRECTOR OF COMMUNITIES (JAN 2011 TO MAR 2012)

Talend provides open source solutions for data integration, data quality, master data management, and application integration.

I energized our community of users and contributors and worked to facilitate organic adoption of Talend tools and technologies.

- Initiated a redesign of talend.com and TalendForge to raise them to modern aesthetic and usability standards
- Managed the strategic relationship with the Apache Software Foundation, the Eclipse Foundation, and the open source community at large
- Improved TalendForge by expanding its extension marketplace, improving forum traffic and responsiveness, and sharing contributions via social media
- Created a community data warehouse to study online behaviors and systematically identify opportunities for improvement

ALCATEL-LUCENT

DIRECTOR OF DEVELOPER COMMUNITY EVANGELISM (DEC 2009 TO JAN 2011)

Alcatel-Lucent provided products and innovations in IP and cloud networking, as well as ultra-broadband fixed and wireless access. I worked in the Applications Enablement team, where our goal was to increase the value of carrier networks by exposing advanced capabilities to developers.

I managed a global team of developer evangelists and community managers, represented Alcatel-Lucent to the global technology community, and managed the creation of new developer community tools.

- Launched the Open API Service website and platform, exposing powerful network APIs to developers
- Supervised the creation of prototype applications and sample code to inspire creativity
- Ran multiple hackathons and events at conferences around the world
- Evangelized the potential of the network, appealing to developers who were accustomed to building applications “over the top”
- Performed keynote-level speaking engagements about the power of advanced network capabilities

SOURCEFORGE

DIRECTOR OF COMMUNITY (JAN 2007 TO DEC 2009)

SourceForge is an online community for open source software development and discovery with over 30 million unique monthly visitors and mainstream enterprise advertisers.

I was the public face of SourceForge.net, an open source community with millions of monthly visitors.

- Represented SourceForge at over 30 open source and engineering conferences
- Facilitated the creation of 10 press releases, appeared in more than 20 online publications, and performed more than 15 public speaking engagements
- Provided market data to potential sponsors based on community sentiment, demographic, and psychographic characteristics
- Represented SourceForge in foundations and industry groups

I ensured that the SourceForge community's input was strongly represented.

- Identified and managed relationships with community partners, such as Microsoft, HP, and Intel, and established the SourceForge Advisory Board
- Ensured that open source ideology, methodology, and values were part of our corporate culture

I was the program manager for the 2007, 2008, and 2009 Community Choice Awards.

- Determined the overall program strategy, and was accountable for its success
- Worked closely with the product teams to design online voting systems, supervising their implementation and integration into various media properties
- Supervised the creation of the program brand, promotion and social media plan, event strategy, and sponsorship prospectus

SOURCEFORGE

ENGINEERING MANAGER (MAR 2005 TO JAN 2007)

I provided engineering leadership and vision for SourceForge.net.

- Managed a team of developers maintaining and improving an expansive web application with multiple languages and frameworks, while retaining hands-on architectural and engineering exposure
- Implemented an aesthetic overhaul of the website, working alongside internal and external design resources
- Worked very closely with product teams to craft new features
- Managed many interdependent project plans to on-time completion
- Established processes and procedures for controlled software development
- Presented publicly about the architecture and infrastructure of SourceForge

VA SOFTWARE

TECHNICAL SOLUTIONS ARCHITECT (MAY 2000 TO MAR 2005)

VA Software was originally known as VA Linux, and delivered collaborative development solutions using SourceForge Enterprise Edition. It later renamed as SourceForge, Inc.

As a professional services consultant, I delivered deployment, customization, mentoring, assessment, and process analysis for 30 accounts.

- Directly generated over \$1M in services revenue and was instrumental in closing over \$5m in software subscriptions
- Contributed heavily to the initial SourceForge Onsite codebase, and was instrumental in its conversion into the SourceForge Enterprise Edition product
- Provided project and account management, pre-sales support, and contract preparation for 15 accounts
- Worked closely with the product and engineering groups to provide feedback on product direction
- Directly administered SourceForge deployments and server hardware

I received multiple awards from the sales team for my teamwork, leadership, and effectiveness.

SPRINT PARANET

TECHNICAL SOLUTIONS CONSULTANT (MAY 1999 TO MAY 2000)

Paranet, a subsidiary of Sprint, provided managed IT services, technology consultation, and IT staff augmentation. I was on permanent assignment to the naming services team at Raytheon Systems Corporation.

I managed DNS and DHCP infrastructure for more than 30,000 nodes worldwide.

- Managed an enterprise implementation of Lucent's QIP 5.0SP2
- Wrote ~8000 lines of Perl for reporting, auditing, disaster recovery, and integration
- Provided input and feedback on enterprise DNS/DHCP architecture
- Managed Cisco Network Registrar 3.0(0.3)T
- Performed database administration (Sybase) and systems administration (Solaris)

I received Sprint's "Golden Eagle" award for my superior work.

Q4I.COM

APPLICATION DEVELOPER (NOV 1998 TO MAY 1999)

Q4i.com created online financial portfolio analysis and management tools for elite investors.

I developed web applications to import, analyze, and visualize real-time stock market data and content, and managed production systems.

- Wrote applications in JavaScript and Java, relying heavily on DHTML and CSS
- Developed Perl scripts to import financial news streams into an Oracle database
- Performed systems administration and database administration

JWT SPECIALIZED COMMUNICATIONS

MIS ADMINISTRATOR (AUG 1997 TO NOV 1998)

JWT Specialized Communications is a subsidiary of J. Walter Thompson, providing agency services for mature markets, recruitment advertising, employment branding, and other targeted audiences.

I performed administration of Internet servers and developed software to facilitate new offerings and increase operational efficiency.

- Developed a PHP application for rapid review and approval of ad content
- Built a change control system for validating and publishing website content
- Wrote a series of scripts for managing and de-duplicating an online resume database, reducing the import cycle from two hours to twenty minutes
- Administered internal and external web, DNS, mail, and print servers, running Debian Linux and Windows NT

ENGAGE GAMES ONLINE

JUNIOR SYSTEMS ADMINISTRATOR (JUN 1996 TO AUG 1997)

ENGAGE, a subsidiary of Interplay Entertainment, created online gaming experiences for users of AOL and the early Internet. By extending the multiplayer capabilities of titles in Interplay's extensive catalog, ENGAGE created online gaming experiences well ahead of their time.

I performed Unix system administration for web, DNS, and game servers, and developed scripts for monitoring, automation, reporting, and deployment. I wore a pager, and worked diligently to make sure it never went off. I wrote hundreds of pages of documentation on system operations.