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Treasurer - Open Source Matters, Inc.
United States

Preface:

Acknowledgment - As a current member of the Joomla! Resource Directory team, I've yet to have the honor of meeting many of the fantastic women and men across the community responsible for lifting up this extraordinary project called Joomla!. Appropriately, my introduction will be consistent with my intent to provide a meaningful background to anyone looking to understand more about me and the contribution I might bring to the community.

Introduction:

As Director of Product at [One Firefly, Inc.](#), a business development and marketing agency to technology professionals, I lead all industry-focused product development efforts for the organization with the ultimate goal to scale the business while helping our customers thrive. [Recognized by the Inc. 5000](#), One Firefly is one of the fastest-growing companies in the United States, ranked [number 184 in Florida](#), specifically. Joomla! has played a significant role in the success of our business growth. The past decade has been exhilarating and vindicating for Joomla!. A chronicle of that journey follows...

- I partnered with One Firefly (then Firefly Design group) in 2009 to fulfill numerous web-based projects; some Joomla!, others not.
- At the time, One Firefly was a technology firm offering Design and Engineering services, including project documentation for Residential and Commercial Custom Integration firms; schematics, load identification drawings, rack elevations, etc. One Firefly added additional business units for Programming (onsite and remote) and became the exclusive Channel for [IMAX Private Theaters](#) in North America.
- After partnering with One Firefly to fulfill services for nearly two years, I was brought onto the leadership team as a direct-hire in 2011, with one goal; help build the organization into a robust business development and marketing agency. The result has been nothing less than transformational. In developing a set of web-based products (with Joomla! at the core), we launched a suite of services so successful that all other aforementioned business units were dropped.
- One Firefly is now scaling at a rate of over 30% YoY for the past four years, with two-year revenue growth of 69%. While many service offerings are contributing to this growth, Joomla! occupies a significant share of this performance outcome. Our marquee product is our industry-tailored web design models for technology professionals called "[Mercury Pro](#)." It is built on-top of Joomla! and has been routinely awarded by the industry's highest honors at the annual CEDIA Expo, [CEPro](#), and [Residential Systems](#), most notably.

- Our Joomla! based products include Web Design, Blogging (on a Joomla! CMS setup), deployable Smart Layouts, Web Maintenance, and Web Hosting.
- Outside of Joomla!, our service ranges from Manufacturer UI Training Videos, Video Production, SEO, Manned Chat, Review Management, Inbound Marketing, Paid Search Marketing, Social Media Management, Email Marketing, Branding, etc. Our service apparatus is a mix of one-time service deployments, labor-intensive RMR services, to residual revenue-focused RMR services.
- Products we develop are thoughtfully conceived and evaluated prior to marshaling resources to bring concepts to life to understand both their viability and their financial impact on the organization. Meticulously architecting the service fulfillment strategy, resource and labor models, allocations, COGS, designing in margins on the retail cost, and plotting Sales targets for the product allows us to forecast the impact of the product on our organization's PNL. Millions of dollars moves through the business and relies heavily on the strength of our Joomla! CMS based products.
- Fun Joomla! Fact – Our entire web department of Web Designers and department management is an [all-woman staff](#). We run all new hires through a rigorous top-grading recruiting and hiring methodology with a single preference; find the absolute best talent. I've played an instrumental role in building this team - from making the first hire, interviewing new talent, building and administering skills assessments, promoting talent from within, that has resulted in nothing short of a department full of rock stars, with Joomla! as their weapon of choice. Identifying talent is key to the growth of any organization. I've also played a direct role in nominating and promoting both our Head of Web and Head of Content (both women) into their current positions, two of the most demanding and strategic roles within the organization. They are propelling the business forward with tremendous skill and capability, and there is no doubt that we are a better organization as a result.
- It is also not lost on me that many young Web Design professionals with fantastic talent are often more experienced with other popular CMS platforms, and come into our organization having little exposure to Joomla!. Anecdotally, I can proudly report that once they are exposed to the powers of a true CMS in Joomla! they become proud evangelists for the world's best CMS platform that Joomla! truly is. There is no going back.

I've been a proud Joomla! enthusiast from the start. I recall migrating Joomla! 1.0 sites to 1.5! My, have we come a long way. I am also proud that we are a Joomla! web house - Empirically, it's quite validating; it demonstrates the platform's stability, reliability, security, flexibility, and extendibility. The possibilities are there in ways that no other CMS can compare.

- As Treasurer, I look to offer my experience and perspective as both a Joomla! enthusiast and a meticulous steward to the role. The highest level of professionalism should mark my tenure in the role, with loyalty to the core duties of the role, transparency, beholden to policy, governance to standards, consistency, accountability, and reliability.

- As Treasurer, I seek to learn from Treasurers' past, understand where opportunities reside, prior accomplishments in the role, where more work remains, priorities for the role, and offer nothing short of a first-class execution and performance within the function of the position.
- As Treasurer, I hope to lend a fresh perspective to the group, from real-world experiences. I look forward to growing together and working towards consensus on the project's most significant challenges and being motivated by our core initiatives. I look forward to working with the rest of the brilliant and talented members whose names have been praised. Being part of the machinery that creates and innovates around the project is nothing short of an honor and privilege that naturally demands nothing but the highest level of commitment and dedication to the rest of the group, the community, the Joomla! project, and the Treasurer role.

With a cohesive team, the traction gained will allow Joomla! to advance with increased momentum. I can think of no greater cause than to serve and give back to a community that has given so much to me.