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Presidential Statement of Intent

Open Source Matters Inc.

To the esteemed members of the Joomla! community



As we stand at the threshold of the artificial intelligence era, Joomla! is poised for transformation. Our content management system, which has shaped the digital landscape for nearly two decades, has consistently demonstrated its capacity for innovation and adaptation.

My journey with Joomla! began in the early 2000s, witnessing its evolution from a pioneering CMS to a catalyst for global digital entrepreneurship. Joomla! has not only established itself as a robust platform but has also fostered an ecosystem of businesses spanning hosting services, extensions, templates, and complementary technologies. This ecosystem demonstrates Joomla!'s significant impact on the global digital economy, with CMS websites expected to reach US \$28.00 bn in 2029, according to statista.com.

The dedication of our volunteer community has been the cornerstone of Joomla!'s success.

Your investment of time, expertise, and passion has built not just a content management system, but a global community that continues to drive innovation in web technologies.

Looking forward, my vision is to elevate Joomla!'s position as a leading CMS in the AI era.

This requires transforming our operational approach from that of a small agency to that of a multinational organization with a global impact. To achieve this, I propose a comprehensive three-year strategic plan focusing on growth across all dimensions of our project.

The following sections detail this strategic vision, outlining specific initiatives and measurable objectives that will guide Joomla!'s evolution in the coming years.

Vision

To transform Joomla! into a dynamic, forward-thinking open-source project that reclaims its position as a leading content management system through strategic modernization, clear organizational structure, and enhanced community engagement.

The Joomla! project needs to operate with clear strategic direction, this will increase its ability to compete effectively with other platforms and technologies. Our key areas of focus should be:

Strategic Nonprofit Management

The success and sustainability of Joomla! as an open-source project require us to embrace a fundamental truth: being nonprofit in mission does not mean we should be nonprofessional in operation. A business-driven approach to nonprofit management represents a sophisticated understanding that achieving our mission requires the same level of strategic thinking, operational excellence, and financial sustainability found in successful businesses. While Joomla!'s mission remains firmly rooted in open-source principles and community service, our operational approach must embrace proven business practices.

Establishing a 3-year Strategic Plan

Focusing on technological innovation and market positioning, creating dedicated working groups for sustainable funding, and governance, implementing quarterly project milestones with clear deliverables and accountability measures, and developing a competitive analysis framework to regularly benchmark Joomla! against the competition.

Funding Initiatives

Corporate partnerships, sponsorships, grants, and other funding sources can help us build the foundation upon which Joomla!'s future growth and innovation will be built. Financial transparency with public reporting of financial status, clear allocation of funds to strategic initiatives, and published annual budgets can build trust with our community and partners. While maintaining our commitment to open-source principles, we must develop diverse and reliable revenue streams that enable us to support our community, drive innovation, and ensure long-term sustainability.

Organisational Structure

Through a comprehensive organizational structure, we can create a professional framework that enhances rather than replaces our community-driven nature. This structure provides the stability and clarity needed for effective operations while maintaining the flexibility and inclusivity that characterize successful open-source projects.

Volunteer recognition

Recognition and appreciation play vital roles in volunteer retention. While volunteers don't seek monetary compensation, acknowledging their contributions, celebrating their achievements, and recognizing their impact on the project are essential. This recognition can take many forms, from formal acknowledgement in project documentation to opportunities for leadership roles and special project involvement.

Supporting Women in Tech

Supporting women in technology represents more than just a diversity initiative; it is a strategic imperative that drives innovation, enhances problem-solving capabilities, and strengthens our community. Through thoughtful, comprehensive programs and sustained commitment, we can create an inclusive environment that attracts, retains, and empowers women in the Joomla! ecosystem, with particular attention to those in underserved communities, isolated areas, and developing nations.

Educational Outreach

Educational outreach and academic partnerships can help us create a sustainable foundation for Joomla!'s future. These initiatives ensure a continuous flow of new talent and ideas into our community and establish Joomla! as a leading platform for web development education and professional training. Through these efforts, we strengthen both our community and our platform while contributing to the broader field of web development education.

Training and Support

The future of Joomla! depends on a robust ecosystem of training, and support, that drives both individual growth and platform innovation. This comprehensive approach ensures our community remains at the forefront of technological advancements while providing the practical support needed (GDPR, Accessibility) for successful implementation and development.

Cross-Departmental Communication

Effective cross-departmental communication serves as the lifeblood of Joomla!'s organizational effectiveness, ensuring that all parts of our community work in harmony toward common goals. This vital aspect of our operations requires thoughtful structure while maintaining the flexibility inherent in an open-source project.

At the foundation of our communication framework lies a clear understanding that different departments within Joomla! – from development to marketing, from documentation to community outreach – must work as interconnected parts of a whole rather than isolated units. Regular inter-departmental meetings can create structured opportunities for teams to share progress, challenges, and opportunities. These sessions go beyond simple status updates to foster genuine collaboration and problem-solving across departmental boundaries.

Diversity and Inclusion

At the heart of Joomla!'s future lies our commitment to diversity and inclusion. We envision a community where every voice matters, regardless of gender, geography, economic status, or ability. Our initiatives should span from empowering women in technology to supporting developers in remote regions and ensuring accessibility for all users to creating opportunities in economically challenged areas. Through multilingual support, cultural competency training, mentorship programs, and economic assistance, we're building a truly global platform where diversity drives innovation and inclusion creates strength. This intersectional approach ensures we address the unique challenges faced by community members who may experience multiple barriers to participation. Ultimately, success should mean a Joomla! community that reflects the rich diversity of our world, where every member has the tools, support, and opportunity to contribute meaningfully to our shared mission.

The detailed plans I've outlined – from comprehensive training programs to innovative research initiatives, from support for women in technology to sustainable funding strategies – represent more than just ideas. They are the building blocks of a stronger, more inclusive, and more influential Joomla!. Each initiative has been carefully designed to ensure no member of our community is left behind as we advance.

Joomla 6

The launch of Joomla 6 represents more than a technical upgrade; it embodies a transformative moment for our entire ecosystem. This evolution demands a carefully orchestrated approach that considers: the impacts on our community, developers, agencies, and the broader Joomla! economy. Success requires a coordinated effort across all departments, each playing a vital role in ensuring a smooth transition while maximizing the opportunities this change presents. This transition will significantly affect our community members, from individual users to large agencies who need to understand the benefits and requirements of upgrading. Extension developers face the task of updating their products, creating both challenges and opportunities for innovation. To support this transition, we must focus on creating comprehensive resources, training programs, and support systems that address the needs of each community segment.

Research Initiatives

Research should be the cornerstone of Joomla!'s future development and innovation. Through strategic partnerships with academic institutions and research organizations, we can establish a robust framework for investigating emerging technologies, user needs, and industry trends that will shape the future of content management systems. Our research agenda should encompass both theoretical exploration and practical application, ensuring that Joomla! remains at the forefront of technological advancements while meeting real-world needs. Working with these institutions worldwide, we can investigate areas: such as artificial intelligence integration, advanced security protocols, and next-generation user interfaces. These collaborations can bring together academic expertise and practical development experience, resulting in innovations that push the boundaries of what's possible in content management systems.

Why me?

My vision for Joomla! transcends traditional boundaries. Together, we will forge a path that combines the power of artificial intelligence with our platform's renowned flexibility, creating innovations that will once again set industry standards. This isn't just about keeping pace with change – it's about defining it.

My commitment to this vision is absolute. With expertise in both technology and business strategy and a deep understanding of nonprofit governance, I am prepared to lead Joomla! through this transformative period. As someone who has spent years at the intersection of technology and business leadership, I bring a unique perspective to this challenge combining technical excellence with strategic vision.

Commitment to Success

I pledge to bring my full range of experience and capabilities to Open Source Matters.

My commitment includes maintaining transparent leadership, implementing professional management practices, and ensuring community-focused decision-making. With many years of community leadership experience and a background in technology, business, and education,

I am prepared to lead Joomla! through the challenges and opportunities ahead.

Academic Qualifications

My academic journey reflects a deliberate pursuit of excellence across technology, business, and digital innovation.

My foundation begins with a degree in Computer Science, where I specialized in Computer Applications Development, providing me with a deep technical understanding of software architecture and development principles.

My MBA in Finance from the University of Leicester further enhanced my knowledge and equipped me with comprehensive business and financial management capabilities. Further advancing my expertise, I earned a Chartered Management Institute (CMI) Level 7 Diploma in Strategic Management and Leadership, developing advanced skills in organizational leadership and strategic planning.

I also hold a NanoDegree in Digital Marketing from Udacity Business School, adding cutting-edge digital marketing expertise to my skill set.

Educational Impact

As an Entrepreneurship Mentor at two major UK Universities, I demonstrate an ongoing commitment to knowledge sharing and talent development. This role keeps me connected to emerging technologies and innovative thinking while allowing me to contribute to the development of future technology leaders.

Non-Profit Governance

My role as a Non-Executive Director at the Chartered Management Institute in the UK has provided me with valuable experience in non-profit governance. This position has taught me the delicate balance required to maintain organizational sustainability while staying true to a mission-driven purpose. The insights gained from this role are directly applicable to the challenges facing Open Source Matters.

Technical Expertise

Since the early 2000s, I've been actively developing websites using Joomla!, building upon my foundational experience with the platform. This practical development work has given me deep insights into the technical challenges and opportunities facing our community. My hands-on experience allows me to bridge the gap between technical requirements and user needs, ensuring that our strategic decisions are grounded in practical reality.

Executive Leadership Experience

As an Executive Director in Media, IT, and Marketing Communications within large organizations, I've developed a comprehensive understanding of organizational leadership. This experience has honed my abilities in: strategic planning, resource allocation, team development, and change management.

My current role as CEO of a technology startup operating in the UK has further enhanced my capabilities in driving innovation and managing international operations.

We stand at a pivotal moment in Joomla!'s history. The dawn of the AI era presents us: with unprecedented opportunities to revolutionize how websites are built, managed, and experienced. This is not just another technological shift – it's our chance to reimagine what a content management system can be, and I am deeply committed to ensuring Joomla! leads this transformation.

The time has come for Joomla! to evolve into a globally coordinated open- source project.

This transformation requires decisive leadership, clear vision, and community-wide commitment.

I ask for your support in this mission to revitalize Joomla! and strengthen Open Source Matters through structured strategic leadership.

Let's embrace this moment of opportunity. Together, we can build a Joomla! that not only adapts to the AI era but helps shape it.

Your skills, passion, and commitment, combined with strategic leadership, will make this vision a reality.

The future of web technology is being written now, and Joomla! must be holding the pen. Join me in this exciting journey as we create the next chapter in Joomla!'s story.

Together, we will make it happen.

Sincerely,

Maria Skampoura