

# The Renaissance of Joomla: A Manifesto for Global Transformation

## A Legacy of Commitment: From Community Member to Global Advocate

My journey with Joomla is not a recent development; it is a lifelong pursuit. I grew up within this ecosystem, witnessing its birth, its challenges, and its triumphs. This is a platform that has shaped my professional identity, and my commitment to it is documented over decades of active participation.

As far back as 2004, I was contributing to the discourse on how our community functions and how design impacts our growth, as seen in my early work on [Culture, Community, and Design](#). My history with **Rochen** and my involvement in various roles across the community have given me a unique perspective on Joomla's potential—not just as a tool for building websites, but as a sophisticated framework for digital sovereignty and user governance.

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## The Professional Director: Bringing Enterprise Rigor to OSM

As a **Product Manager** and **Technical Consultant** with a background in **Cybersecurity** and **Managed Services**, I understand that passion must be paired with operational excellence. Open Source Matters (OSM) requires a leadership style that transitions from a "doing" board to a "directing" board.

I bring a business-minded approach to the presidency, focusing on:

- **Operational Transparency:** Utilizing my experience in technical project management to streamline workflows, reduce administrative friction, and ensure that our global contributors can focus on innovation.
  - **Strategic Resilience:** My career has been defined by navigating complex legal and technical landscapes. I will apply this same tenacity to protecting Joomla's market share and ensuring our intellectual property and community interests are defended with unwavering resolve.
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## The Technical Future: AI, Automation, and New Use Cases

We are currently in the midst of a massive digital transformation. Joomla is uniquely positioned to lead this charge, provided we have the vision to look beyond the traditional CMS model.

- **The Power of the Task Scheduler:** I am particularly excited about the potential of the Joomla Task Scheduler. This tool transforms Joomla into a high-performance automation hub capable of managing complex, background-driven applications that far exceed the capabilities of a standard website.
  - **Eyes Wide Open on AI:** We must aggressively integrate AI at the core level—not just as a series of plugins, but as a foundational element for automated security, content orchestration, and user experience optimization.
  - **The Edge of Computing:** By targeting virtually every sector in the world, we can reposition Joomla as the go-to framework for secure, decentralized governance and information management.
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## A Global Strategy for a Global Spotlight

It is time to bring Joomla back into the global spotlight. We will do this by being an aggressive advocate for its unique strengths in **user governance**—an increasingly rare and valuable capability in the modern web.

1. **Global Market Expansion:** We will actively target emerging tech hubs, leveraging the global nature of our community to find new markets and use cases that other platforms are overlooking. In 2009 I made a suggestion for Sample Data in the Google Summer of Code program  
<https://groups.google.com/g/joomla-summer-of-code-2009/c/GZXJWUkr-o4/m/VD1zS9bjPkEJ>
  2. **Professionalizing the Ecosystem:** I will work to revitalize the extension ecosystem by creating clearer pathways for enterprise-grade developers and incentivizing the creation of "intelligent" extensions that utilize the latest in AI and automation. Back in 2013, I proposed a plan for creating a new version of the Joomla Extensions Directory. I have since worked in various other CMS ecosystems and I have an idea of how I can help inspire the extension and template marketplace to revive it's industry.
  3. **Governance as a Product:** We will market Joomla as the premier choice for organizations that value transparency and the ability to control their own digital destiny.
  4. **Leadership:** I have participated in numerous conferences and have gather decades of interesting connections throughout the Joomla! Community. I have gained life long friendships and have been able to visit my Joomla! friends globally.
  5. **Buyer and Evaluator:** For over 2 decades, I have continuously managed and operated Joomla websites. I have been a customer of well over 100 Joomla related vendors. I have testing numerous extensions and so many cool things.
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## The Choice for President

At 41 years old, with a business degree and a career spent in the trenches of high-performance computing and cybersecurity, I have the right mix of technical depth and organizational leadership. I understand where Joomla has been, and more importantly, I know where it needs to go. I am in a unique position where I can dedicate my schedule to traveling to the places where we need to be to make partners and gain volunteers in every direction.

I have observed the passion of volunteers in this community and would like to see if I can help the organization extend these core principles to others.

I would promise to the entire Joomla world, that I will make extraordinary efforts to lead by listening to the community.

Lets start being the architects of the next generation of the web.

**Michael Allen Hamanaka** *Candidate for President, Open Source Matters*