



Introducing

Punch Tape

Consulting

The Experience

Director, Open Source Strategy, Intel

- Defined and communicated strategic open source messaging
- Collaborated across Intel to align product roadmaps, technical initiatives, and GTM strategies
- Educated Intel's developer community about open source via online virtual events

VP, Content Strategy, O'Reilly Media

- Led editorial team in building a learning ecosystem for developers and technologists
- Led the launch and growth of virtual event program
- Built content marketing initiatives with top-tier technology companies including Google, IBM, Microsoft, Databricks, and more

Ecosystem Lead for the OPEA Project

- Nurtured partner ecosystem from 14 to 50+ over a year
- Led content and event marketing strategy and community growth for the project

Chair, OSCON, Strata, and more

- Overhauled long-running OSCON event with a focus on diversifying speakers
- Designed, launched, and chaired Software Architecture Conference
- Transitioned Strata Data from in-person to digital event

Our Philosophy

Authenticity of voice, impactful content, and real-world storytelling paired with innovative technology builds a passionate and vibrant audience that elevates all involved.



Our Services

Virtual Event Production

Virtual events are a crucial strategy for expanding your online brand presence, effectively engaging your audience at the point of decision—directly at their computers. Additionally, these sessions generate valuable video content that continues to promote your narrative long after the live event.

Marketing Team GenAI Training

GenAI marketing tools aren't coming, they're already here. And while they're reshaping how modern marketing operates, the real opportunity isn't fearing what they might replace. It's integrating them strategically into your workflows to increase efficiency, unlock creativity, and elevate your impact.

Open Source Project Launch

The success of any open source project starts with early traction. A successful project is built on a clear charter, a vibrant community, and consistent storytelling across project website and social platforms that invite developers to join and contribute.

Sales Enablement Content

The success of any go-to-market effort depends on how effectively your sales team can communicate value and that starts with powerful, well-crafted content. Thoughtfully developed sales enablement content not only shortens deal cycles but also ensures your entire organization speaks with one unified voice.

Ecosystem Growth Strategies

From inception to implementation, our data-driven strategies deliver results efficiently and effectively. With these plans, we supercharge your broader business objectives, inclusive of practical, detailed execution steps designed to ensure success today and sustain growth moving forward.

Fractional Executive Leadership

A fractional executive can drive meaningful growth for your organization immediately. This investment benefits companies with a specific need to hire a senior executive part-time at a fraction of their salary. We provide this service in content and marketing.

Our Process

- Collaborative discovery call
- Proposal delivered promptly following the consultation, includes:
 - Comprehensive evaluation of existing audience acquisition strategies
 - Strategic recommendations to enhance and accelerate ecosystem growth through targeted initiatives
 - A detailed menu of personalized service options tailored to your specific needs
- Statement of work drafted and agreed upon followed by contracting

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