Robin Riley

Nonprofit Leader, Community Organizer, and Open Source Strategist

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Robin Riley is a nonprofit leader, community organizer, and open source software strategist who builds up people, communities, programs, and organizations. They help organizations mature and put their best foot forward in collaboration with community partners.

Robin is passionate about building up and tending the commons, whether that be software, knowledge, or civic institutions. To that end, they work across for-profits, nonprofits, and the public sector. Robin's background includes organizational development, program management, communications, marketing, event planning, and web development.

- 8+ years building and managing teams, programs, budgets, and organizations
- 15+ years building communities and partnerships
- 20+ years developing and maintaining public-facing and internal technical systems
- 10+ years organizing events, large and small
- 10+ years media relations and public speaking

Current Affiliations

- **Managing Director at The Matrix.org Foundation**
- Partner in **Open Chapters**
- Co-organizer of **North Bay Python**, a **Python Software Foundation** member project
- Advisor for **Independent Federated Trust and Safety**
- Board Director for **Petaluma Pride**
- Chair of **Petaluma Library Advisory Board**
- Member of **Petaluma General Plan Advisory Committee**

Experience

Managing Director for **The Matrix.org Foundation**, September 2023 to present

- Get the organization more established and increasingly independent of its founders.
- Establish and facilitate member elections, open governance, and greater volunteer participation.
- Manage a small staff and contractors, as well as community relationships and partnerships.
- Fundraise and recruit to the membership program.

Upstream Relations at **Tidelift**, January 2021 to March 2023

Senior Principal Foundations Advocate from October 2022 to March 2023
- Built and managed relationships with open source foundations to support member projects, maintainers, and design novel programs to create healthier, more resilient open source communities.
- Advocated for open source foundations in a changing industry and regulatory environment.

Senior Ecosystem Strategy Lead from January 2022 to October 2022

- Built a team with a Program Management and Developer Relations practice that prioritized operational excellence, organization-wide enablement, and an improved experience for upstream partners.
- Eliminated process and documentation debt, establishing institutional knowledge and cross-departmental partnerships to support consistent operations.

Ecosystem Strategy Lead from January 2021 to January 2022
- Chaired the Upstream conference, creating the vision and recruiting high profile speakers in partnership with Marketing, and co-founded Maintainer Month in collaboration with colleagues at GitHub.
- Recruited maintainers to participate in pilot programs in support of Product and Engineering work toward product-market fit and an improved user experience.
- Assessed process, data, and staffing to identify gaps and illuminate a path to operational excellence.

Campaign Manager for Blake Hooper, January 2021 to November 2024

Blake Hooper for Council 2024 from January 2024 to November 2024
- Managed a team of about 6 volunteers and 3 paid staffers, to reach more than 10,000 people in Petaluma's first ever City Council District 5 election.
- Established and managed the public-facing media and internal infrastructure for the campaign.
- Organized well attended and nicely appointed campaign kick-off and election night events.

Blake Hooper for Supervisor 2022 from January 2021 to June 2022
- Built a core team of 12 dedicated volunteers, and 3 paid staffers, that engaged hundreds more to reach the more than 100,000 people in Sonoma County's District 2.
- Established infrastructure, meeting cadences and practices, and a team culture that's been described by many volunteers as the most humane and nontoxic political organization they ever worked with.
- Drove design and production processes, as well as press relations, online marketing, and advertising.
- Managed budget priorities and ended with just enough in reserve to maintain basic infrastructure.

Board Leadership for Open Source Initiative, March 2016 to February 2022

Chairperson from September 2021 to February 2022
- Landed the many years project, across multiple classes of board members, to transform OSI from a working board to a supervisory board and empower staff to carry out the mission of the organization.
- Fulfilled my promise to the organization and the greater community to retire the role of President, handing the power and responsibility of being the public face of OSI over to the Executive Director.
- Supported expansion of membership and further professionalization across all programmatic activity.

President from May 2020 to September 2021
- Steadied the organization through pandemic-driven staff churn, temporarily taking on staff duties while recruiting and onboarding, first, an interim General Manager, and then an Executive Director.
- Engaged a leadership consultant to lead the board through candid self-reflection, vision and goal setting, ultimately redefining the role of the board and the way it worked with staff.
- Reinvigorated board engagement, ensuring every officer role and committee was staffed and had the beginnings of a succession plan in place.

Vice President from May 2019 to May 2020
- Represented OSI in the media and at critical industry events to protect and promote open source amid efforts, by both activists and VC-backed startups, to coopt the Open Source Definition.

- Supported staff-driven efforts to channel and focus the board's passion through annual exercises including goal setting and performance evaluations.
- Continued recruiting new board candidates to fill key gaps and enable succession planning.

Chief Financial Officer from April 2017 to May 2019
- Created an organizational development proposal, regrounding a fractious board in our mission and values, while clarifying short and long term staffing needs and driving board reform toward that end.
- Built a budget and financial projections to help the board make better informed decisions about how to allocate resources and drive increased fundraising activity.
- Recruited enthusiastic people from a diversity of backgrounds to run for the OSI board, helping to welcome the board's first class of all women board members.

Director from March 2016 to April 2017
- Recruited organizations OSI's to strengthen the alliance to protect and promote open source.
- Established productive working relationships with fellow board members and critical industry luminaries.
- Built enthusiasm for OSI's work and increased its individual membership.

Senior Open Source Strategist at Salesforce, April 2019 to December 2020

- Streamlined compliance review for open source contributions, driving 25% increase in contributions.
- Created open source documentation hub, leading collaboration between security and legal teams.
- Started Salesforce's FOSS Fund, engaging staff to direct regular donations to open source projects.

Open Source Outreach Program Manager at Google, April 2016 to April 2019

- Created a working group of communications managers, marketers, and open source leadership across strategy, outreach, and compliance to harmonize open source communications across Alphabet.
- Built the communications program, managed 7 social channels and served as editor-in-chief publishing 80 blog posts from 70 authors per year, doubling audience size and read time.
- Designed, built, and maintained tools and infrastructure to support programs like Google Summer of Code, saving time, reducing error rates, and providing a better experience for program participants.

Community Manager at O'Reilly Media, October 2013 to March 2016

- Pioneered the Community Manager role for O'Reilly, writing guidelines, developing processes, building tools, and helping to grow the team from one to five.
- Navigated multiple crises that spilled onto social media and into in-person events, each time prioritizing safety, managing the story, and using the experience to mitigate future risk.
- Advised on editorial and marketing strategy, doing research and outreach to recruit readers, authors, attendees, sponsors, and community partners.

Other Roles

- **Co-organizer** of Web & Interactive Media Professionals (WIMP) from 2011 to 2015
- **CEO** at Bluebird Interactive from 2011 to 2013
- **Freelance Web Developer and Digital Marketing Consultant** from 2002 to 2011