Justin Dorfman

DevRel & Video Strategy for Developer Tools | Open Source Veteran

✉ justindorfman@gmail.com   in LinkedIn   🌐 justindorfman.com

SUMMARY

I am a DevRel strategist and video creator with 14 years of experience in the open source ecosystem. Currently at Sourcegraph, I focus on driving the adoption of context-aware AI and agentic coding tools.

While my official background includes establishing Open Source Program Offices (OSPO), my passion is the intersection of media and code. I translate complex engineering paradigms into compelling video narratives that help developers ship faster.

My Background:

- **Video & AI Strategy:** Leading video content for Sourcegraph, demonstrating how AI agents integrate with the modern dev stack.

- **Community Stewardship:** Board member of the Open Source Collective (7+ years), helping support the financial health of thousands of open source projects.

- **Open Source Veteran:** Contributing to the following projects: Bootstrap, GNU Bash, Zsh, jQuery, and many more.

SKILLS & EXPERTISE

Top Skills

Product Demonstration

Video Production

Open-Source Software

Developer Relations

Languages

English (Native or Bilingual)

Certifications

Google Sheets - Advanced Topics

Community Building

EXPERIENCE

Sourcegraph

Open Source Program Manager

February 2022 – Present (3 years 11 months)
Ventura County, California, United States

Primary Focus: Developer Relations & Video Strategy. Unofficially serving as Lead Video Creator & Community Manager.

- **Video Production & Strategy:** Scripted, filmed, and edited technical demos for Sourcegraph's AI tools (Amp/Cody). Achieved an industry-leading 71% average watch time, directly driving developer interest and product understanding.

- **Strategic DevRel:** Represented Sourcegraph at major conferences (All Things Open, AI Dev Tools Night), converting technical conversations into qualified leads through live demos and storytelling.

- **Community Architecture:** Architected a support strategy that reduced response times by 75% across GitHub, Discord, and Reddit, significantly improving developer sentiment and retention.

- **Ecosystem Growth:** Hosted high-impact meetups in SF, securing partnerships with engineering teams at Google, Netlify, ElevenLabs, and PlanetScale.

- **Open Source Leadership:** Established the Open Source Program Office (OSPO) to formalize support for key dependencies and maintainers.

Open Source Collective

Board Member

January 2019 – Present (7 years)

As a founding member of the Open Source Collective's Board of Directors, I am committed to creating a sustainable and equitable future for the open source ecosystem. Since joining the inaugural board in early 2018, my efforts have centered on governance, operational efficiency, and data-driven community advocacy.

- **Foundational Leadership:** Served as one of the first board members, helping to define the organization's mission and strategic direction from the ground up to support thousands of open source projects.

Atlantic Council
August 2022 - January 2024 (1 year 6 months)

Open Source Policy Network Advisor

Open Source Policy Network, a network of OSS developers, maintainers, and stakeholders convened by the Atlantic Council's Cyber Statecraft Initiative to develop community-led strategy and policy recommendations for OSS.

SustainOSS
November 2016 - January 2024 (7 years 3 months)

Co-founder & Podcast Producer

Co-founded SustainOSS to support the long-term health of open source software. Grew the organization from a single event into a year-round community resource.

- **Launched the Sustain Podcast:** Created a space for essential conversations about funding and maintaining open source.
- **Organized Major Summits:** Led flagship conferences in San Francisco (2017), London (2018), and Brussels (2020).
- **Expanded Reach:** Established satellite events in new regions, including Lagos and Colorado.
- **Built Community:** Moved beyond just conferences to create ongoing initiatives and podcasts that support open source maintainers.

Reblaze
January 2021 - January 2022 (1 year 1 month)
Los Angeles Metropolitan Area

Open Source Program Manager

Managed developer relations and community growth for Curiefense, an open-source cloud-native security project in the CNCF ecosystem.

- Built and managed the community engagement strategy across Slack, GitHub, and Twitter, which directly increased project adoption and participation.
- Started and hosted the "Committing to Cloud Native" podcast, interviewing industry leaders like Kelsey Hightower (Google), Brian J. Fox (Bash creator), and William Morgan (Buoyant CEO).
- Reached the top 80 on Chartable's Global Technology Podcasts list, building the project's reputation in the cloud-native space.
- Managed the release process for versions 1.3.0 and 1.4.0 to improve project stability and add new features.
- Wrote and distributed technical blog posts, monthly newsletters, and social media content while hosting regular community meetings to support collaboration.

ConsenSys

Open Source Sustainability Lead

October 2019 - December 2020 (1 year 3 months)
Greater Los Angeles Area

Managed growth initiatives for two distinct business units, Gitcoin and CodeFund, under the ConsenSys umbrella. These roles focused on scaling open source funding platforms through strategic community engagement and operational optimization.

Gitcoin Business Unit

July 2020 - December 2020

Managed growth and community engagement for the open source funding platform. Ran marketing operations for developer hackathons and established "The Weekly Mint" newsletter, which consistently reached a 45% link click-through rate. Created and distributed content strategies and social media campaigns to increase community participation.

CodeFund Business Unit

October 2019 - June 2020

Focused on growth and optimization for the open source funding platform. Improved publisher click-through rates by 65% (raising the average from 0.17% to 0.28%) and maintained relationships with open source publishers and maintainers. Oversaw content

distribution across a newsletter, social channels, and a five-show podcast network while building out new channels for funding initiatives.

StackShare

February 2019 - September 2019 (8 months)
Greater Los Angeles Area

Developer Evangelist

Managed developer relations and community engagement at StackShare, where I connected developers with the platform.

- Built outreach programs for the developer and open-source communities to increase platform adoption and connect with technical audiences.

- Wrote and sent weekly newsletters to keep the community updated on technology trends and stack decisions.

- Managed content across several channels, including technical blog posts on best practices, social media for community discussion, and educational guides for developers.

Sticker Mule

September 2016 - November 2018 (2 years 3 months)
Greater Los Angeles Area (Remote)

Director of Developer Relations

Managed developer relations and open source initiatives at Sticker Mule, focusing on community engagement, strategic partnerships, and open source sustainability.

- Built the company's Open Source program from the ground up and established partnerships with industry leaders, including Adobe, GitHub, the Linux Foundation, CNCF, Python Software Foundation, and W3C.

- Coordinated sponsorships and involvement with major conferences like DockerCon, GopherCon, KotlinConf, and GitHub Universe, as well as community organizations like Django Girls and Dev.to.

- Delivered talks at industry events, including a featured session at DevRel Summit 2017 and a presentation at js.la 2017.

- Directed open source sustainability efforts through SustainOSS.org and managed the OpenCollective sponsorship program to fund five critical open source projects.

- Launched the Unixsticker Limited Edition Stickers program to support the developer community.

MaxCDN

Director of Developer Relations

September 2013 - March 2016 (2 years 7 months)
Greater Los Angeles Area

Promoted MaxCDN technologies to the wider community and represented developer requirements within the company. Built and managed the Open Source program.

- Secured partnerships with organizations including Twitter (Twemoji & Bootstrap), Nginx, Datadog, and the Google Page Speed Team.
- Managed integrations and collaborations with GitHub, WebPageTest.org, Yoast, and Docker.

NetDNA, LLC

Developer Advocate → Support Engineer

March 2011 - September 2013 (2 years 7 months)

Developer Advocate

August 2012 - September 2013 (1 year 2 months)

Evangelized NetDNA technologies and passionately advocated for developers' needs.

Support Engineer

March 2011 - August 2012 (1 year 6 months)

Responsible for providing high-quality technical support for a diverse customer base. Worked with Senior Engineers on resolving Enterprise support tickets. Created tutorial videos, Jira/Confluence Documentation and contributed to the Support Knowledge Base.

Assisted Senior Engineers with System Administration tasks such as upgrading Nginx, installing SSL Certificates, removing inactive storage, rebuilding caching disk filesystems, MySQL, PowerDNS, Rsync troubleshooting and creating custom Nginx vhost configurations.

Mahalo

December 2009 – April 2011 (1 year 5 months)

Jr. Systems Engineer

- Administered FreeBSD servers and maintained technical documentation.

- Monitored system infrastructure using Nagios.

- Provided desktop support for staff and managed hardware inventory.

ADDITIONAL INFORMATION

Honors & Awards

- Spiceworks Plugin Contest Grand Prize Winner

- 2017 Emerging Contributor Award

Publications

- Brand Advocates

- Bootstrap in Practice

- How to implement SRI in your build process

Last updated: January 2025