

Ross Turk

Marketing & Ecosystem Executive
Open Source & Developer Tools Specialist

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Executive Summary

Marketing and community leader with 30+ years driving growth for open source and developer-focused companies. Track record of scaling adoption and revenue through strategic positioning, community building, and go-to-market execution. Expert at translating complex technical concepts into compelling narratives that resonate with developers, enterprises, and executives.

Core Competencies: Developer Marketing • Community Building • New Product Introduction • Go-to-Market Strategy • Open Source Ecosystems • Thought Leadership • Data-Driven Growth

Professional Experience

Flox

Vice President of Marketing

May 2023 – Present

Flox is a next-generation software package management platform based on Nix that enables reproducible, portable development environments.

- Launched product and grew to 600+ teams, adding 1,000+ users monthly with 60%+ retention
- Developed strong visual brand, messaging architecture, and portfolio strategy to prepare for explosive growth.
- Formed initial marketing team and established foundational go-to-market infrastructure
- Built extensive library of story-driven technical examples for user education and adoption
- Authored bespoke brand artwork creator as an interactive workflow within ComfyUI, using Stable Diffusion models and upscalers with loaded prompts to ensure on-brand artwork for blog posts, signage, and social media.
- Led Series B funding announcement and all supporting communications

Astronomer
Senior Director of Community

Mar 2022 – Apr 2023

The company behind Apache Airflow, the most popular workflow scheduler and largest Apache project by number of contributors, better known as the Coldplay kiss-cam people.

- Built community team to support Airflow and OpenLineage ecosystems within the open source data orchestration landscape
 - Expanded OpenLineage community 5x in under 8 months, securing contributions from Microsoft, Snowflake, Manta, Superconductive, and Atlan
 - Established key growth metrics and data pipelines to track and communicate community health across the organization
 - Drove thought leadership through conference speaking, articles, and customer education on open standards for data
 - Enabled field teams to articulate the value of data lineage through technical training
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Datakin
Vice President of Marketing

Mar 2021 – Mar 2022

Early-stage SaaS company delivering data lineage and observability based on OpenLineage. Acquired by Astronomer, March 2022.

- Onboarded users from 70+ organizations in first 6 months through content marketing, SEO, and SEM strategies
 - Designed and implemented full marketing automation stack using HubSpot and WordPress, integrating with backend for automatic customer provisioning
 - Built custom analytics pipelines using Airflow, dbt, BigQuery, and Databox to track and optimize user growth
 - Positioned company for success through ecosystem development and community engagement
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Anchore
Vice President of Marketing

Aug 2019 – Oct 2020

Container security company serving the US Air Force, Department of Defense, and major financial and technology firms.

- Grew revenue 400% from \$500K to \$2.5M in 14 months while scaling marketing function from a single person to a full department
- Drove three product launches and a website redesign with no team or budget
- Launched partnerships with Microsoft, GitHub, Red Hat, Atlassian, Cloudbees, and Google
- Led Series A announcement and all supporting communications and positioning
- Built marketing team across demand generation, content creation, and media functions to support 7-person sales organization

npm

Senior Vice President of Marketing & Community

Nov 2018 – Apr 2019

Operator of the world's largest JavaScript package registry with 2 billion daily downloads and 11 million developers.

- Led marketing, community, and knowledge management teams for key ecosystem tool
 - Defined go-to-market strategy for npm Orgs and npm Enterprise product offerings
 - Overhauled messaging and identity to align with product evolution and community needs
 - Provided executive leadership for CLI development, community management, and documentation teams
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Red Hat

Director of Product Marketing

Jan 2015 – Oct 2018

Led messaging, content, and evangelism for Red Hat Storage family, including Ceph Storage and Gluster Storage.

- Grew portfolio revenue 650% from \$2M to \$15M annually over 3.5 years
 - Launched new storage portfolio integrating recently-acquired and existing technologies
 - Achieved Visionary position in Gartner Magic Quadrant for Red Hat Storage through strategic positioning and analyst relations
 - Built extensive content library for keynotes, webinars, briefings, training, and sales enablement
 - Enabled global sales team through regular updates, competitive intelligence, customer win stories, and technical documentation
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Inktank

Vice President of Marketing & Community

Apr 2012 – Jan 2015

Founding executive team member promoting commercial adoption of Ceph, an open source distributed storage platform. Acquired by Red Hat, April 2014.

- Launched company and grew ARR from \$0 to \$1.75M while maintaining community trust and meritocratic governance
- Created first commercial pitch for Ceph, speaking at conferences globally to introduce it to enterprise audiences
- Initiated Ceph Developer Summit series, enabling community-driven feature proposals and architectural discussions
- Organized global Ceph Day events in cities worldwide, showcasing prominent users and facilitating adoption
- Led launch of Inktank Ceph Enterprise, delivering all content, design, and messaging

Talend
Senior Director of Communities

Jan 2011 – Mar 2012

Open source solutions provider for data integration, data quality, master data management, and application integration.

- Redesigned talend.com and TalendForge to modern aesthetic and usability standards
 - Managed strategic relationships with Apache Software Foundation, Eclipse Foundation, and open source community
 - Expanded TalendForge extension marketplace and improved forum engagement through social media amplification
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Alcatel-Lucent
Director of Developer Community Evangelism

Dec 2009 – Jan 2011

Global telecommunications company exposing advanced network capabilities to developers through APIs.

- Recruited and led a global team of developer evangelists
 - Launched Open API Service platform, exposing network APIs to developers for first time
 - Ran multiple international hackathons evangelizing the potential of network-aware applications
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SourceForge
Director of Community

Jan 2007 – Dec 2009

Leading open source software development and discovery platform with 30+ million monthly visitors.

- Represented SourceForge at 30+ conferences, generating 10 press releases, 20+ publications, and 15 speaking engagements
 - Established SourceForge Advisory Board; managed partnerships with Microsoft, HP, and Intel
 - Program managed Community Choice Awards (2007-2009), overseeing strategy, voting systems, branding, and sponsorships
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SourceForge
Engineering Manager

Mar 2005 – Jan 2007

- Led development team maintaining expansive multi-language web application while retaining hands-on architectural role
- Implemented full aesthetic overhaul of SourceForge.net in collaboration with design teams

Professional services consultant delivering SourceForge Enterprise Edition to enterprise customers.

- Generated \$1M+ in revenue and influenced \$5M+ in subscription sales across 30 accounts
- Contributed heavily to SourceForge Enterprise Edition codebase

Early Career

Sprint Paranet | Technical Solutions Consultant | May 1999 – May 2000

Managed DNS and DHCP infrastructure for 30,000+ global nodes. Received “Golden Eagle” award.

Q4i.com | Application Developer | Nov 1998 – May 1999

Developed web applications for real-time financial portfolio analysis.

JWT Specialized Communications | MIS Administrator | Aug 1997 – Nov 1998

Administered Internet servers and developed internal applications.

Engage Games Online | Junior Systems Administrator | Jun 1996 – Aug 1997

Performed Unix system administration for web, DNS, and game servers.

Professional Skills

Marketing & Strategy: Go-to-market planning • Product positioning • Developer marketing • Brand development • Demand generation • Content strategy • Analyst relations

Technical Proficiency: Marketing automation (HubSpot) • Analytics (Google Analytics, Databox) • Data pipelines (Airflow, dbt) • JavaScript/CSS • Python • Linux/Unix • Docker • Git/GitHub

Community & Leadership: Open source governance • Community building • Team development • Public speaking (100+ conferences) • Technical writing • Developer advocacy

References available upon request