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OpenTelemetry Maintainer
(Communications, Localization pt-BR)

🏆 2025 OpenTelemetry Community
Awards Winner

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TODO Group OSPO Ambassador
TODO Group Steering Committee Member
InnerSource Commons Member

Agenda

1. Motivation

2. Value

3. Contributor Journey

4. InnerSource ⇢ Open Source
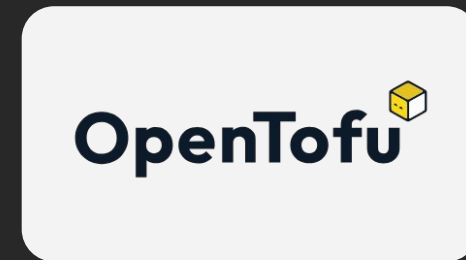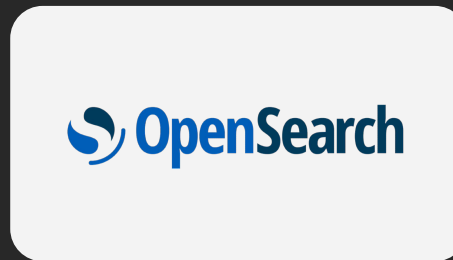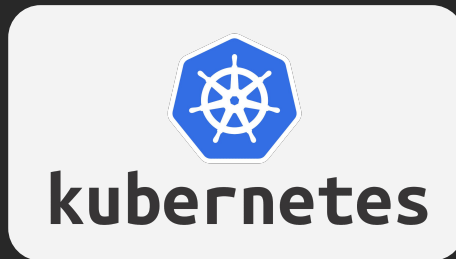
5. How to get started?

6. Q&A

01.

Motivation

Why **now?**

Most of Mercado Libre critical components use **Open Source** projects.

Dependencies are not "mystery boxes"; **they are vibrant, living communities.**

Distribution of contributions to **CNCF** projects (2025)

→ **Europe**: 38%

→ **NAM**: 30%

→ **APAC**: 26%

→ **LatAm**: 4%

→ **Africa**: 2%

LatAm:

Brasil: 42%	**Nicaragua**: 22%
Argentina: 9%	**México**: 8%
Colombia: 5%	**Chile**: 4%
Perú: 1,5%	**Uruguay**: 1,5%

Source: CNCF DevStats — Countries Statistics in Repository Groups

02.

People and Teams

Adding value

FOR THE BUSINESS

➔ **Risk Management**: Influencing the upstream roadmap is safer than depending on third parties.

➔ **Technical Debt Reduction**: Maintaining internal forks is expensive. Endless rebasing creates recurring technical debt.

FOR TECHNOLOGY & CAREER

➔ **Visibility**: Your code running at global scale and building a real public portfolio.

➔ **Practice Improvement**: Better code reviews, testing, and documentation.

➔ **Developer Experience**: "Fix it at the source"—resolve a bug once for everyone instead of using workarounds.

ROI **Metrics**

01.

Annual Cost of Forks: Calculated as *Annual Cost = rebase + regressions + support*

02.

ROI Calculation: Determined by the formula ROI = avoided cost + velocity - contribution cost

03.

Key Performance Indicators (KPIs):
- % upstreamed
- Time-to-merge
- Influenced Issues / RFCs

Projects That Matter

01.

Alignment with Product Roadmap
The project must be relevant to the company's core product goals.

02.

Mature Community & Clear Governance
Preference for projects with established community standards and transparent decision-making

03.

Real Space for Influence
Opportunities to participate in Working Groups (WGs), RFCs, and ongoing maintenance

Enabling structures

01.

Recognition

Providing allocated time tied to OKRs or the product roadmap

02.

Sponsorship

Support from an OSPO (Open Source Program Office) or committee, along with defined guardrails

03.

Minimum Policy

Established standards for licenses, CLA/DCO (Contributor License Agreement / Developer Certificate of Origin), and security contacts

03.

Myths & Governance

Common myths

Available Time

Myth: *"We don't have time to contribute."*

Reality: We don't have time to maintain forks and fix the same bug at every upgrade.

Security

Myth: *"We cannot expose our secrets."*

Reality: Contribuímos com infraestrutura genérica, nunca com regras de negócio.

Bureaucracy

Myth: *"Too much bureaucracy, it is difficult to approve."*

Reality: We have a minimum policy (guardrails) to unlock innovation.

OSPO - Risks & Governance

01.

License Compliance

Licenses and Legal Review

02.

Security

Dependencies and Vulnerabilities

03.

Brand and Communication

Clear guidelines for representing Mercado Libre within the communities

04.

OpenTelemetry

The Journey from Contributor to Maintainer
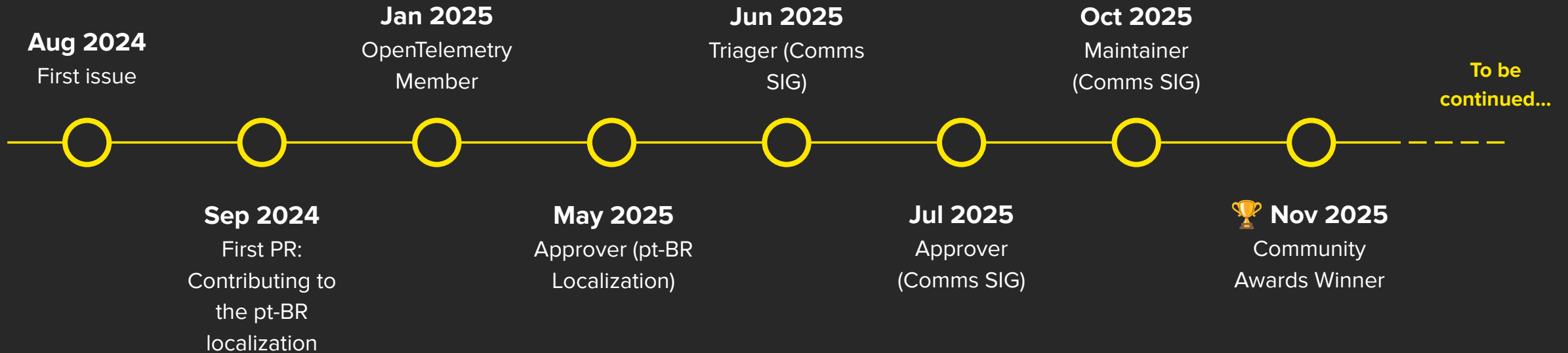
Breaking Language Barriers

🇧🇷 Portuguese
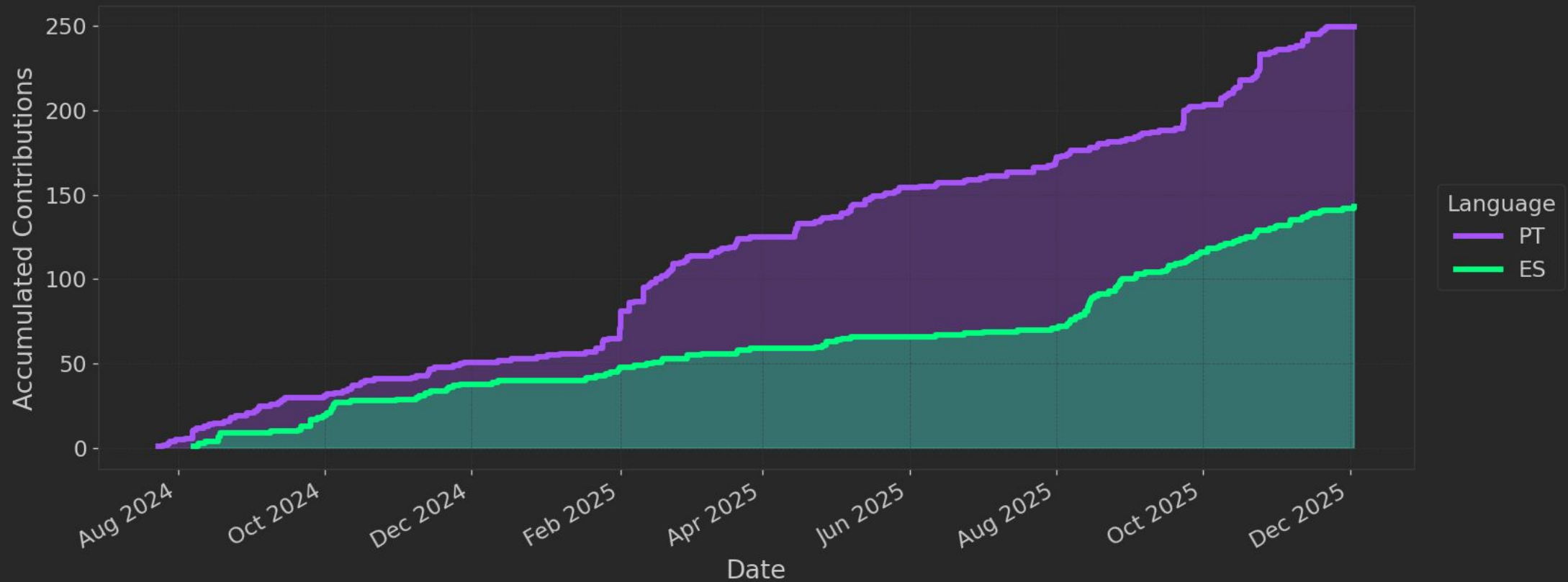
37.8%

🇪🇸 Spanish

36.2%

Current translation coverage (source: opentelemetry.io)

Translated documentation is the fastest gateway for the LatAm community

The **Multiplier** Effect

Accumulated Contributions by Language

Consistency > Intensity. Small, constant contributions build trust.

05.

Foundations

The Journey from Contributor to Steering Committee Member

Member

- Participation in channels and projects
- #innersource_brasil channel and later **#latam**
- Nomination for Member (April 2025)
- **InnerSource Gathering SP - MELI**

Ambassador

- Participation in projects, guides and events
- Contributor/Reviewer OSPO Book **[pdf]**
- OSPO Ambassador (March 2025)
- **KCD Colombia - OSPO Book**

Steering Committee

- Election November 2025
- Discuss strategies, processes, and projects
- Ensure alignment of initiatives with the mission
- Solutions, guidance, and mentoring for community members

1. InnerSource Commons Members: https://innersourcecommons.org/about/members/
2. TODO Group OSPO Ambassador: https://todogroup.org/community/ambassadors/
3. TODO Group Steering Committee: https://todogroup.org/blog/sc-election-results-2025/

ABOUT THE CONTRIBUTORS

Each contributor has brought a unique perspective, making the OSPO Book Project v 1.0 possible:

Alin Jerpelea
Ana Jiménez Santamaría
Annania Melaku
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Carlos Maltzhan
Chris Aniszczyk
Chris Xie
Christine Abernathy
Cornelius Schumacher
David A. Wheeler
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Gary White
Gergely Csatari
Gil Yehuda
Hiro Fukuchi
Ildiko Vancsa
Jan van den Berg
Jiri Marek

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Masae Shida
Masayuki Kuwata
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Maurice Hendriks
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Rob Moffat
Ryan Fallon
Seo Yeon Lee
Shane Coughlan
Shilla Saebi
Stephanie Lieggi
Supriya Ashish Chitale
Swastik Baranwal
Takanori Suzuki
Ulises Gascon
Victor Lu

ABOUT THE TECHNICAL REVIEWERS

Alice Sowerby

Alice is a senior operational leader in tech, She's currently self-employed and providing Program Management services to the FreeBSD Foundation. Previous jobs include Program Director for Developer Relations at Equinix, COO at an MLOps startup, and a range of roles in product, engineering, and marketing teams in B2B tech.

What she loves most about work is raising people up through collaborating, coaching, mentoring, and servant leadership. Her strategic and problem-solving skills mean she is valued as a key member of many groups. She is an elected member of the Steering Committee in the TODO group, and is the lead editor for the OSPO Book project. She also co-produces and host the CHAOSS project's podcast, CHAOSScast.

Alice is based in the UK, in a small village near Bath. She enjoys travel, languages, gardening and science.

Fernando Eugenio Correa

Fernando is a professional with over 25 years of experience in software development, having held roles such as team coordinator, technical lead, software engineer, and systems analyst. He has worked on ERP systems, financial transactions involving debit and credit between financial institutions and ATMs/POS devices, ISO8583 protocol, serial communication, TCP/IP, embedded software, and games.

Since 2022, he has been part of MercadoLibre's OSPO, with great involvement in compliance, training open source business strategy and community engagement, as well as remaining deeply committed to promoting and supporting innersource. Committed to fostering open source and innersource culture and communities in Latin America.

TODO OSPO Ambassador and Member of the InnerSource Commons Foundation.

Jan van den Berg

Jan has been scripting since childhood, which naturally evolved into a passion for software development. He is a quick learner, particularly when it comes to IT-related matters.

He began his professional career in 2001 as a w[...] years, followed by four years as a Network Serv[...] Since 2007, he has worked as a Java developer [...] across multiple companies. In 2020 he became a Site Reliability Engin[...] a Staff Engineer role in 2024.

Committed to staying up-to-date with the latest technologies, Jan has [...] programming languages including Perl, PHP, Python, Node.js, Scala, [...] Rust and Zig. He also completed the Machine Learning course on Cour[...]

Fernando Eugenio Correa

Fernando は、ソフトウェア開発において25年以上の経験を持つプロフェッショナルであり、チームコーディネーター、テクニカルリーダー、ソフトウェアエンジニア、システムアナリストなどの役職を歴任しています。ERP システム、金融機関と ATM/POS 端末間のデビット・クレジットを含む金融取引、ISO8583 プロトコル、シリアル通信、TCP/IP、組み込みソフトウェア、ゲームなどに携わってきました。2022 年からは MercadoLibre の OSPO に所属し、コンプライアンス、オープンソースビジネス戦略のトレーニング、コミュニティエンゲージメントに深く関与するとともに、インナーソースの推進と支援にも深く尽力しています。ラテンアメリカにおけるオープンソースとインナーソースの文化とコミュニティの育成に尽力しています。TODO OSPO アンバサダー、InnerSource Commons Foundation メンバーを務めています。

Open Source Developer for Enterprise — CERTIFIED

06.

Where to start?

Join the community

01.

Internal Connection (MELI)

Join the **#open-source** channel.

Introduce yourself, share your interests, and connect with other internal contributors.

02.

Global Community (CNCF)

Access the CNCF workspace on Slack and join the **#opentelemetry-new-contributors** channel.

Read more: How to Contribute to OpenTelemetry:[1]

03.

Contributing Guidelines

Understand the rules of the game. Read the contribution documentation to set up your environment and understand the PR (Pull Request) flow and CLA signing.[2]

1. How to Contribute to OpenTelemetry: https://opentelemetry.io/blog/2025/contribute-to-otel/
2. Contributing: https://opentelemetry.io/docs/contributing/

Choose a **component**

04.

SDKs

- Java
- Go
- JavaScript
- Python

05.

OpenTelemetry Collector

The Collector is an essential component for the functioning of the observability ecosystem.

06.

Community

Specifications, Semantic Conventions, and documentation are the pillars that ensure all pieces of the ecosystem talk to each other

```
label:"good first issue" is:open
```

Use this filter on GitHub to find entry-level tasks.

07.

Next Steps

The 15-Day Challenge

Boost your first contribution cycle.

WEEK 1: Setup & Quick Win

➜ **Connection**: Join the **#open-source** channel (MELI), interact with the community, and find people with similar interests.

➜ **Environment**: Read the `CONTRIBUTING.md` of the chosen component and ensure the project is configured locally.

➜ **The "Gold Filter"**: Find an issue with the `label:"good first issue"` and comment that you would like to work on it.

➜ **Extra Challenge**: Saw a typo in the documentation or a broken link? Suggest a fix by opening a small PR!

WEEK 2: Code & Impact

➜ **Main Action**: Work on the chosen issue and open your Pull Request. If necessary, make sure to write tests!

➜ **Real Engagement**: The task doesn't end at the submitted PR. Respond to comments from maintainers and reviewers. Communication is key to finishing successfully!

➜ **Show & Tell**: PR open (or merged!)? Share it in the **#open-source** channel (MELI). We want to hear about your learning, difficulties and tips!

➜ **Extra Challenge:** Find a confusing technical term in the current documentation and propose an improvement to the glossary!

Closing
Key Message

01. Contributing is Strategy

Influencing the roadmap is safer and more efficient than paying the invisible cost of maintaining internal forks.

02. InnerSource is the Laboratory

Use the internal environment to build asynchronous collaboration "muscle" before scaling to the world.

03. Measure and Celebrate Impact

Measure the impact, celebrate the people

Q&A!

Let's build the future of Open Source at Mercado Libre together!

Thank you!

CONTACT US

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