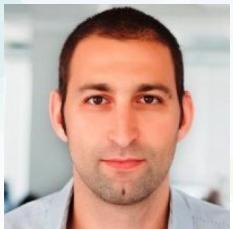


5 Mini Talks of 5 minutes each



**Becoming Open Source
by Default**
Daniel Doubrovkine



**Product Engineering @
Uber**
Ryan McKillen



**Creating A Culture of
Experimentation**
Aaron Glazer



**Adapting security into
engineering culture!**
Paul Moreno



**The Human Development
Roadmap**
Jeremiah Ivan

Becoming Open-Source by Default



June, 2015

Daniel Doubrovkine (dB.) @dblockdotorg #opensourcebydefault



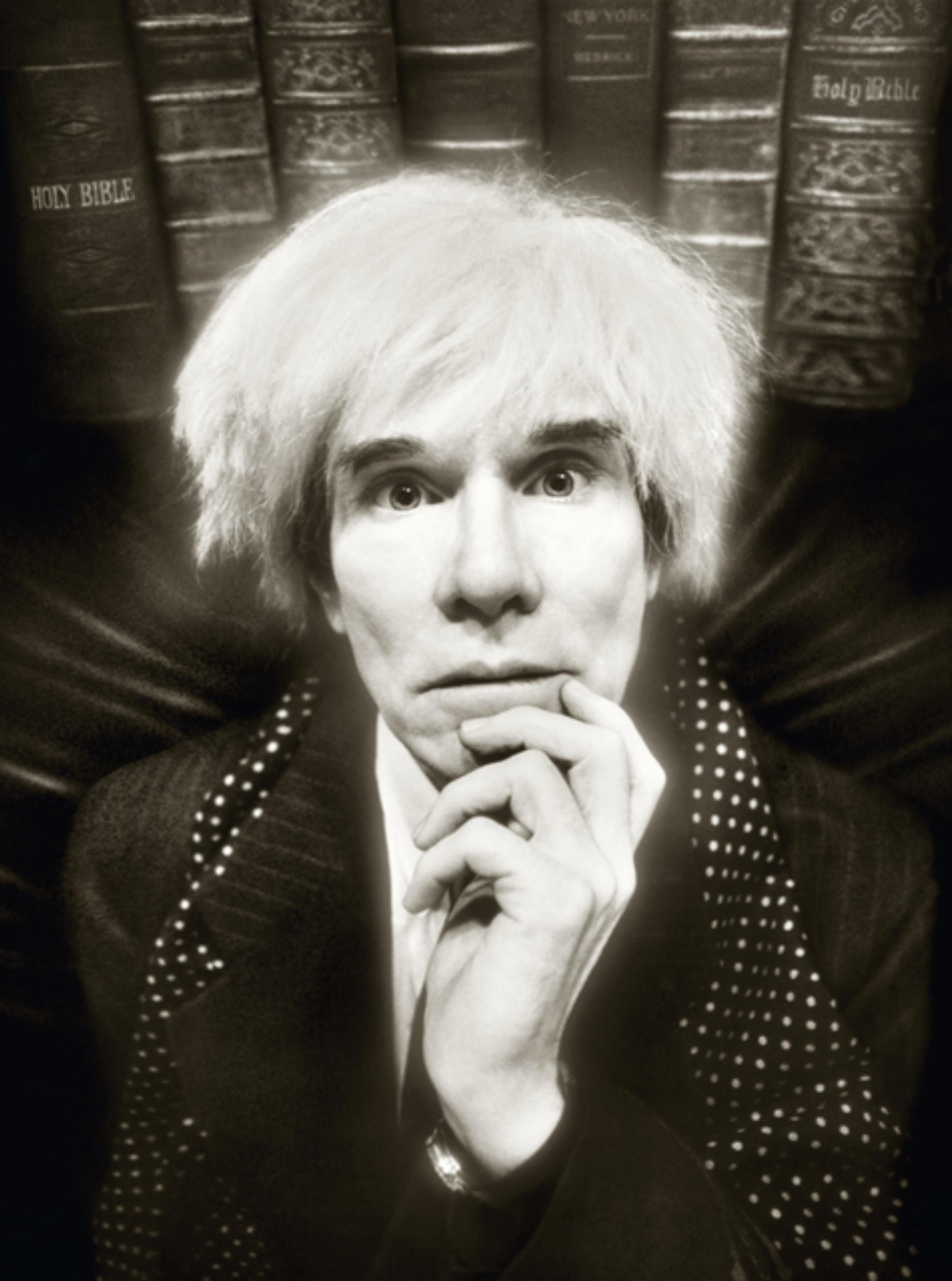


Picture of factory workers at Beijing Knitting Mill applauding the mango, 1968
China Institute Gallery, New York (2014-2015)

<https://www.artsy.net/artwork/chinese-late-20th-century-picture-of-factory-workers-at-beijing-knitting-mill-applauding-the-mango>



Joel Brock
Capitalism, 2013
<https://www.artsy.net/artwork/joel-brock-capitalism>



David Lachapelle
Andy Warhol: Last Sitting, November 22, 1986
<https://www.artsy.net/artwork/david-lachapelle-andy-warhol-last-sitting-november-22>



Steve Shapiro

Martin Luther King, Jr. with Group (Forman, Abernathy, Douglas, Lewis) , 1965
<https://www.artsy.net/artwork/steve-schapiro-martin-luther-king-jr-with-group-forman-abernathy-douglas-lewis>



Richard Stallman

Photograph: Simon Kwong/Reuters

<http://www.theguardian.com/technology/2008/oct/17/richard-stallman-computer-programming>



Linus Torvalds on why he isn't nice: "I don't care about you"
<http://arstechnica.com/business/2015/01/linus-torvalds-on-why-he-isnt-nice-i-dont-care-about-you/>





Russia's Putin orders troops in military exercise ...
<http://news.yahoo.com/russias-putin-orders-troops-military-exercise-back-060939820--finance.html>



**Smaller
Nimbler
Reusable
Tested**

Good Design → Dry, Smaller Systems

Good Docs → **More Productive Team**

More Tests



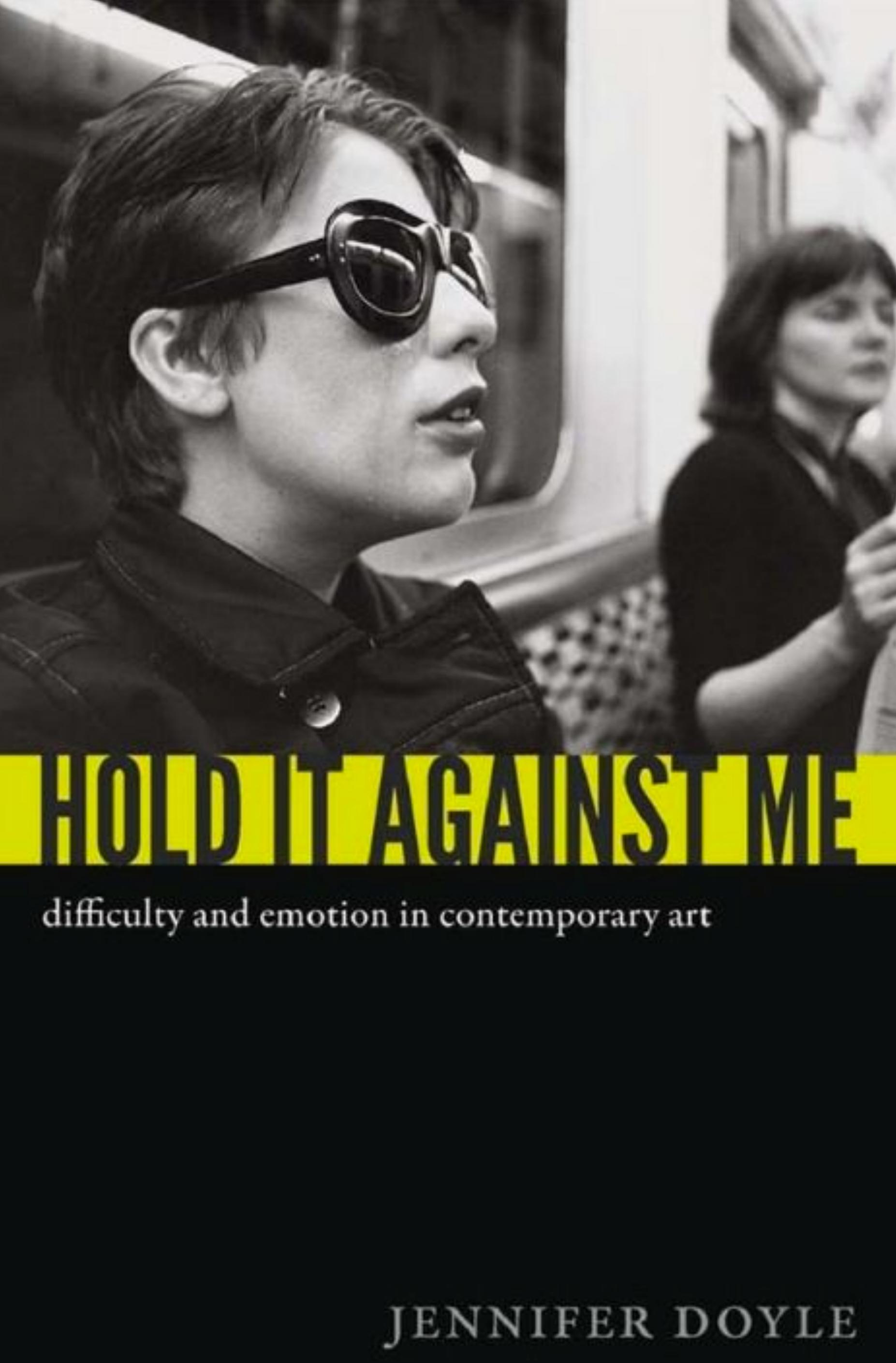
More Features

Contribute → **Save Time & Money**

Extract → **Reduce Business Risk**



**No Brainer
Makes Perfect
Business Sense**



HOLD IT AGAINST ME

difficulty and emotion in contemporary art

JENNIFER DOYLE

CHALLENGE

Default to



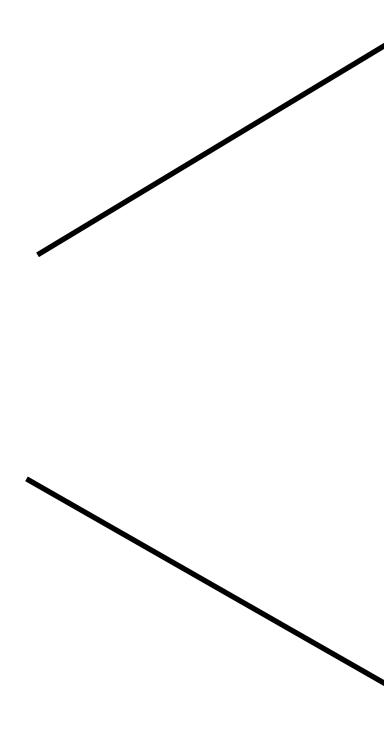
42

Advantages?

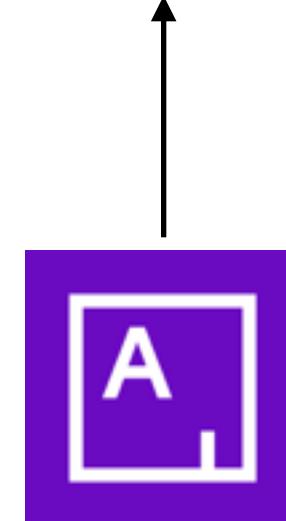




github.com/dblock



github.com/artsy



Communicate
~~Ask for Permission~~



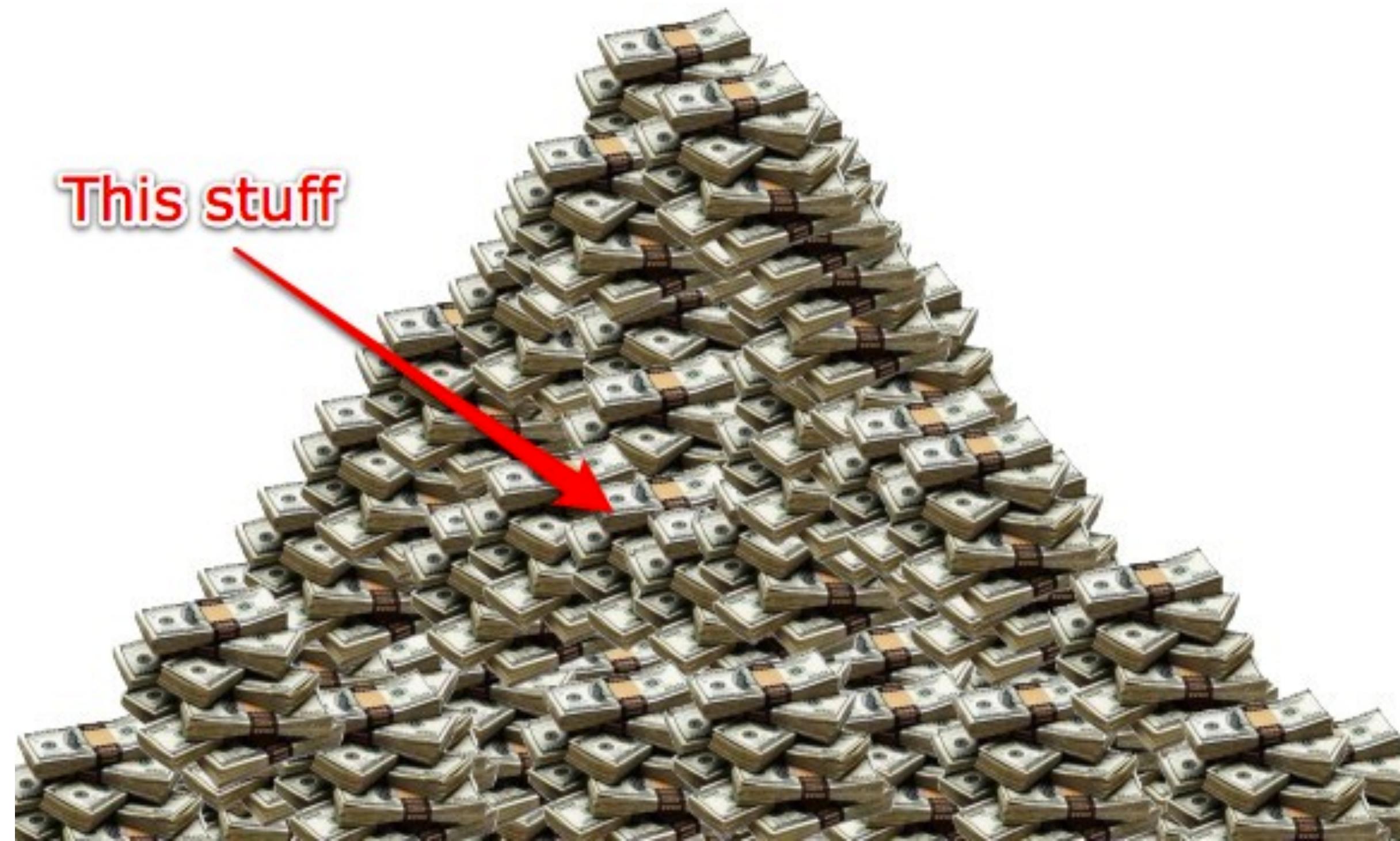




Serve Customers
Work with Partners
Build a Brand
Develop Culture
Hire the Best People



This stuff





Creates More Value
Positively Impacts Culture
Improves Ability To Hire
& more ...

is

A Better Way to Develop Software



By Default

**@dblockdotorg
#opensourcebydefault**



**Product Engineering @
Uber**
Ryan McKillen

QCon



TAPLYTICS

Results Driven Organizations

WHO AM I?



Been building apps since 2008.
Y Combinator Alum.

Aaron Glazer

Co-Founder & CEO, Taplytics

WHAT WE DO.

At our core, we help organizations **improve** their products' performance using:

A/B Testing & Push Notifications.

WHAT WE'VE LEARNT.

Best organizations are designed to systematically
improve through learning.

They are **results-driven.**

BEING RESULTS DRIVEN.



Choose a contextual business-metric.

Draw a line in the sand.

Hypothesize, Test & Improve.

**INVOLVE
EVERYONE.**

THE CLOCK IS TICKING...

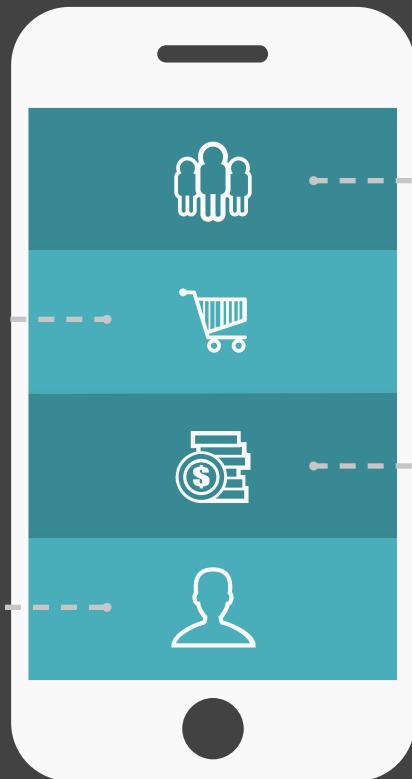
Every minute that you're not optimizing you're
throwing away money

Avg. shopping cart
abandonment rate

74%

Avg. cost per
retained user

\$78



2.3% Avg. 30 day user
retention rate

\$1.8 Avg. cost per install

FOR MORE INFORMATION.



Contact:

✉ hello@taplytics.com

📱 866-230-0090

🌐 taplytics.com

Adapting security into engineering culture!

How to make friends and influence people

Introduction!

Paul Moreno

- Pinterest Security Engineering Lead
- Focused on federating all the things
- Likes unicorns and cats

Agenda

- Building credibility instead of insisting authority
- Performing discovery before taking action
- Confrontation and compromise
- Taking advantage of incidents

Building credibility instead of insisting authority

- Low hanging fruits
 - SSO or LDAP Integration, less freakin' passwords!
 - Basic monitoring through desktop management
 - Actually fix shit, don't just find it



Performing discovery before taking action

- Passive monitoring
 - Taps are hella cheap and most switches can port mirror without hassle
 - Build a baseline off of your users behavior
- Start with simple alerts
 - Things like ssh tunnels out of the US
 - Signature based malware alerts



Confrontation and compromise



See, there are three kinds of people:

Confrontation and compromise

- Have data to back up recommendations
 - Use real world examples
 - Proof of attack or an actual compromise
- Nobody is perfect
 - Deal with it



Storytime!

Taking advantage of incidents

- Never waste a good incident
 - Heartbleed... fuck.
 - Able to prove without a doubt exploitation
- Because of incidents we have been able to:
 - Change a number of things within the stack
 - Develop an IR plan
 - Influence employees to follow an IR plan

Bringing it all back

- Build credibility instead of insisting authority
- Fix shit, no seriously
- Justification instead of arguments
- Don't be an asshole
- NEVER WASTE AN INCIDENT!



Q&A

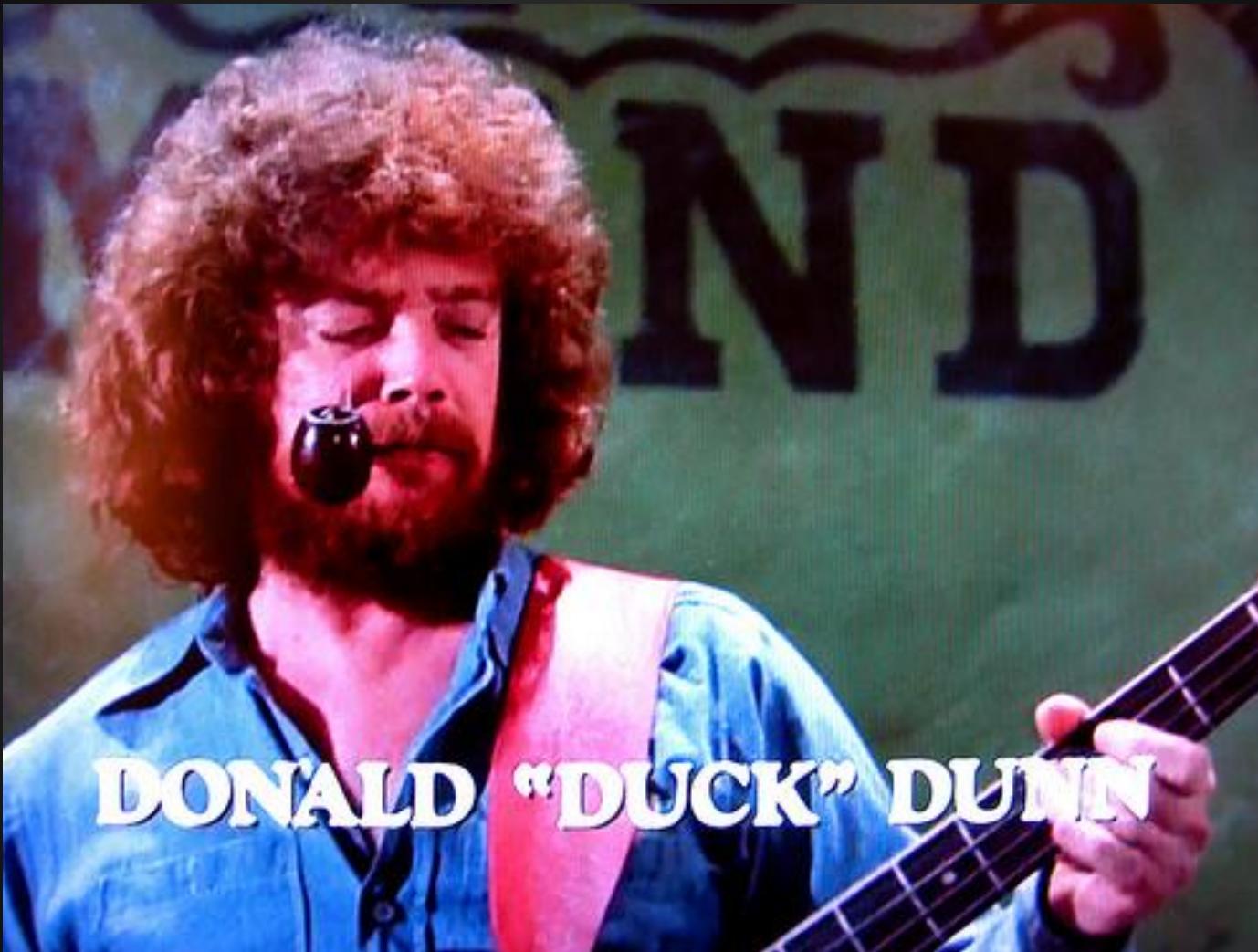
*Contact me after the talk if you
would like to hear more trials and
tribulations!*

Human Development Roadmap

An Agile Plan for Fostering Missionary Zeal
(Growing & Keeping Talent)



John “No Known Nickname” Doerr



DONALD "DUCK" DUNN

Why Agile to foster Missionary Zeal?

- KISS & DRY
- Eliminate Impedance Mismatch
- Increase the Odds of Alignment
- Built to Create Results Amidst Uncertainty

One on One as Agile Pas De Deux

- 1:1 : Vision & Strategy
- 1:1 : Discovery & Refining Requirements
- 1:1 : Roadmapping
- 1:1 : Sprint Planning
- 1:1 : Validation
- 1:1 : Retrospective

The Managers' Scrum of Scrum

- PMO for the People and the Goals
- Retrospective
- Planning
- Alignment
 - Aligning The Three Roadmaps
 - Aligning Company Goals

Human Development Roadmap

An Agile Plan for Fostering Missionary Zeal
(Growing & Keeping Talent)

J Jeremiah Ivan : jeremiah.ivan@gmail.com : @jeremiahivan

Questions