



# Jonas Rosland

OPEN SOURCE COMMUNITY & PROGRAMS LEADER

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## SUMMARY

20+ years building and leading open source communities at scale — from developer advocacy at Dell to heading global community management for the Tanzu portfolio at VMware, community leadership for Rocky Linux at CIQ and the Cosmos community at VAST Data, and now directing open source programs for Falco at Sysdig. Known for community-first strategy, contributor growth, hands-on workshops, and bridging engineering, marketing, and executive stakeholders. Speaker and practitioner on using AI thoughtfully in community programs with a focus on augmenting teams, not replacing them. Based in Boston, and active in the CNCF and Kubernetes ecosystem.

## WORK AND LEADERSHIP EXPERIENCE

### **Director of Open Source Programs, Sysdig**

Boston, USA - 2025-current

Leading open source community development and engagement initiatives focused on Falco and its ecosystem. Managing Sysdig's open source messaging, investments, and presence at events such as KubeCon/CloudNativeCon. Responsible for delivering IRL and online hands-on workshops for Falco, giving everyone a hands-on experience with Falco and its ecosystem. Gathering and organizing open source community data into useful metrics using CommonRoom and Scarf.

## Major accomplishments

- Building out Sysdig’s go-to-market strategy for Falco Feeds, and enabling the entire salesforce through messaging exercises and online training modules.
- Organizing and financing a significant monetary donation to the Linux Foundation of \$70,000 for use within the Falco project to enable:
  - **Feature development grants** to speed the delivery of new capabilities
  - **Contributor stipends** to recognize and retain key contributors
  - **Technical writer stipends** to improve both documentation and user experience
- Delivered internal training on AI-assisted workflows for marketing and community teams
- Authored “From Noise to Signal: Using Runtime Context to Win the Vulnerability Management Battle” on the OpenSSF blog — on combining static analysis with runtime intelligence and Falco to prioritize exploitable vulnerabilities in production

## Director of Community, VAST Data

Boston, USA - 2024-2025

Leading community development and engagement initiatives focused on building the Cosmos Community around VAST Data’s technology ecosystem. Responsible for creating developer and DevOps-focused educational content, hands-on workshops, and technical labs that enable developers, DevOps engineers, and data professionals to effectively adopt and contribute to VAST Data’s platform.

## Major accomplishments

- Building and scaling the Cosmos Community, a customer-focused community around the VAST Data platform
- Developing comprehensive developer and DevOps education programs including hands-on workshops and technical labs
- Creating engaging content and resources that help developers and DevOps engineers understand and implement VAST Data solutions
- Establishing community engagement strategies that foster collaboration and knowledge sharing among developers, DevOps engineers, and data professionals
- Presented “AI-First Community Design: Let’s Build Together” at AllThingsOpen 2025 — interactive session on AI-native community architecture, knowledge systems, and health monitoring
- Led a Community Leadership Summit session at AllThingsOpen 2025 on engaging silent community members in open source communities

## **Director of Community, CIQ**

Boston, USA - 2024

Part of the team responsible for community engagement and development efforts for the Rocky Linux community, focusing on building and nurturing a vibrant open source ecosystem around the Rocky Linux distribution. Worked to strengthen community relationships, improve contributor onboarding, and enhance the overall community experience for Rocky Linux users and contributors.

### **Major accomplishments**

- Developed strategies to improve contributor onboarding and community participation
- Created content and resources to help users and contributors better understand and contribute to Rocky Linux
- Collaborated with the broader Rocky Linux team to align community efforts with project goals and technical roadmap

## **Head of Open Source Community Management, VMware**

Boston, USA - 2020-2024

The Community Management Team was instrumental to creating stable and enduring communities around several of the open source projects the Tanzu portfolio was built upon. The community management team evolved from part-time work into a critical function, translating an evolving Tanzu strategy into focus areas, frameworks, and actionable work to drive community engagement. My team was spread out across 3 continents, supporting global open source projects.

My team operated under one guiding principle: Community first. We ensured open source project maintainers and anyone involved in the projects were transparent with the community around upcoming changes and decisions, focusing on public feedback, and working together to ensure VMware's goals aligned with the community's. We made VMware's open source projects not just popular within the cloud native space, but also seen as welcoming for users and contributors across the globe by consistently focusing on the community and our brand awareness.

Our processes around open source guidelines and community health checks were open sourced and shared with the community.

### **Major accomplishments**

- Built a diverse team of open source community managers and technical documentation writers, across 3 continents and 8 time zones.
- Learned, practiced, and fine-tuned how to ease the team's anxiety during change, reorganizations, and shifting priorities.

- Led the open source community management team across organizational boundaries for Tanzu Community Edition (TCE), Contour, Harbor, Pinniped, Velero, Cartographer, Carvel, and Paketo to drive worldwide users, contributors, and maintainers for OSS projects that the Tanzu portfolio was built upon.
- Led the open source technical documentation team responsible for the delivery of technical documentation for TCE, Harbor, and Velero, and built out a community-driven model of documentation standards that all Tanzu portfolio open source projects could follow to create high quality, user-focused documentation.
- Acted as part of the Tanzu OSS advisors, creating consistency within OSS projects across the Tanzu portfolio. By enabling the project teams well in advance before a project became publicly open source, we helped the teams to be prepared to handle new communication flows with external users and contributors, how to engage with and enable new contributors, and how to evolve the perception of VMware in the open source space.
- Acted as the community management bridge to the Open Source Program Office, Office of the CTO, multiple BUs, Global Brand, and upstream CNCF/Kubernetes community efforts.
- Built trust to receive funding across domains and previous pillars to expand the scope of the community management and technical documentation team, widening the breadth of technical complexity amongst open source projects.
- Spearheaded the community engagement health checks initiative, building a way for my team of community managers to regularly provide project teams with clear measurements on whether a project was failing or succeeding in meeting their engagement goals, and offer actionable tasks to course correct if needed, leading to 2-3x contributor growth over three years. Maintainers and PMs signed off on improvements to be implemented to further enhance the community health within topics such as release cadence, documentation quality, and maintainer attentiveness.
- Drove a company-wide implementation of a common template and process using Hugo and Netlify for all our open source project websites, to easily create and manage documentation and resources for projects.
- Presented “Community First: Using ChatGPT to Build Strong Open Source Communities” at AllThingsOpen 2023 — session on thoughtfully applying AI tools to community engagement, documentation, and maintainer workflows

## **Executive Director, Hit Save!**

Boston, USA - 2020-current

Hit Save! is a registered 501(c)(3) non-profit dedicated to the preservation of video games, their history, and related physical and digital materials. As Executive Director, my roles include partner relationships, developer interviews, community management and outreach, as well as fundraising, event management, and development of our online services such as Hit Save main site, Preserve.Games federated community, and our online archive based on Omeka S.

## Open Source Community Manager, VMware

Boston, USA - 2018-2020

As part of the Open Source Community Engagement team at VMware, I led the creation and execution of open source community health guidelines and metrics. This was done as part of the transformation of VMware into a more open source-focused organization.

### Major accomplishments

- Created and executed on open source community engagement strategies, guidelines, and measurements, to grow projects and teams into positive contributors in the open source space
  - Planned, led development contractors, and launched multiple public websites for open source projects:
    - <https://goharbor.io>
    - <https://velero.io>
    - <https://projectcontour.io>
    - <https://sonobuoy.io>
    - <https://octant.dev>
  - Organized and facilitated community meetings for open source projects on a regular cadence
  - Led community efforts within the Kubernetes community to onboard new contributors en masse as part of the leadership team for the Kubernetes Contributor Summit.
    - Kubernetes Contributor Summit Lead at KubeCon Barcelona 2019
    - Kubernetes Contributor Summit Marketing Lead at KubeCon San Diego 2019
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## Open Source Community Manager, {code}, Dell Technologies

Boston, USA - 2016-2018

Main responsibilities included planning and launching the open source-focused **{code} Community** and its associated **DevHigh5** and **{code} Catalyst** programs. Always with a community-first mindset, defending the community from internal forces.

{code} was a strategic open source initiative supported by executive management driven by three main principles of a community-first mindset:

- Open source efforts are developed in the best interests of the community
- Projects are executed with complete transparency and openness

- Open source technologies are made to be consumable by the widest range of users and organizations

The {code} Team contributed to and created open source projects, acted in the interest of building a community, and drove awareness of emerging technology trends. It consisted of three programs, each operating with these core principles in mind: the **{code} Community**, the **DevHigh5 program**, and the **{code} Catalyst program**.

- Planned and launched an open source community strategy for Dell Technologies, called the **{code} Community**
- Maintained healthy growth and engagement within the **{code} Community** Slack team, reaching over 5,600 members as of Feb 2018
- Planned and launched several community outreach programs, such as the **{code} Catalyst program**, the **DevHigh5 program**, **{code} Catalyst Spotlights**, **{code} Webinars** and **{code} Assemblies**
  - **{code} Catalyst program**, an innovative program with the brightest minds in the open source community
  - **DevHigh5 program, shepherding 100+ open source projects** through processes surrounding legal, documentation, and community support
  - **{code} Catalyst Spotlights**, a social media campaign where {code} Catalysts were interviewed on their open source involvement. Organized the editing, and publishing of videos on YouTube
  - **{code} Webinars**, a webinar series where innovative open source-focused individuals presented information on their open source projects
  - **{code} Assemblies**, social events tied to open source events worldwide where open source-focused people could network and meet in real life
- Wrote **2 published book chapters** (see more info under “Publications”)
  - Building community to stay on the cutting edge
    - The {code} Team, the {code} Community, and its impact on Dell Technologies
  - Assuming positive intent when working across teams
    - How to work efficiently together across organizational boundaries
- Supported event planning and social media engagement surrounding events across the globe
- Wrote numerous blog articles on community engagement and involvement (my profile here)

– Speaker at several events around the globe such as:

- Open Source Leadership Summit
- Open Source Summit US and EU
- AllThingsOpen
- KubeCon + CloudNativeCon US and EU
- SXSW
- Dell EMC World/Dell Technologies World

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## Developer Advocate, Dell EMC

Boston, USA - 2014-2016

- A co-founding member of the {code} Team, the open source initiative at EMC/Dell EMC/Dell Technologies
- Led the development and publishing of over a dozen technical training videos leading to **100,000+ views on YouTube**, with topics around container technologies, APIs, and modern development strategies
- Developed dashboards for aggregating metrics on the team's social media success
- Developed and maintained automated setups to speed up the deployment of localized demos of container technology and storage for presales worldwide
- Delivered live training sessions throughout the US to EMC and partner presales on container and automation technologies
- Speaker at several events around the globe such as:
  - DockerCon
  - OSCON
  - ContainerCon
  - ContainerDays
  - VMworld
  - Dell EMC World
  - Dell EMC Forum

## **Researcher at the Office of the CTO, Dell EMC (formerly EMC Corporation)**

Boston, USA - 2013-2014

Focused on developing and open sourcing tools for automated large-scale data center deployments. Part of driving open source contributions from EMC.

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## **Senior solutions engineer, Dell EMC (formerly EMC Corporation)**

Stockholm, Sweden - 2010-2013

Part of the presales team known as vSpecialists, made sure EMC won wherever there was a VMware deal on the table. Enablement of EMC employees and partners was a major priority. From 2012 a part of the Software-Defined Specialists, focused on cloud management and new application development methods.

Led parts of social media campaigns that resulted in EMC Sweden being in the top charts of social media-enabled companies in the Nordics. Speaker at numerous events such as EMC Forum, VMware Forum, VMworld, PuppetCamp, and other regional events throughout Europe.

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## **Senior virtualization consultant, Parera Systemarkitekter AB**

Stockholm, Sweden - 2006-2010

Designed, tested, and implemented dozens of virtualization projects using VI3, vSphere, Hyper-V, and Xen virtualization software. Also designed, tested, and implemented dozens of storage projects using Dell EMC and Dell EqualLogic storage, mostly in conjunction with virtualization projects. Conducted workshops and classes during these implementations, several using official Dell EMC courses.

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## **Head of a university program, University of Kalmar**

Kalmar, Sweden - 2005-2006

Managed a 3-year university program called "Network administrator/System Technician" with over 90 students, including coordination of courses and teachers. Taught courses in basic and advanced Windows and Linux administration, as well as courses in project management.

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## **Network technician, Deutsche Bank**

Frankfurt, Germany – 2004

Intern at Deutsche Bank for a project called “Automatic ISDN Backup in Germany,” which automated a connection backup solution for bank offices and ATMs across all of Germany. Configured and tested a vast array of Cisco and 3com routers for ISDN backup lines. The new functionality was initially rolled out in a small area of 20 banks and later deployed throughout Europe for Deutsche Bank’s ISDN backup lines.

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## **Awards and recognition:**

- Open Organization Ambassador – 2018–2023
  - Docker Captain – 2016–2018
  - Open Organization Emerging Contributor Award – 2018
  - vExpert
  - Dell EMC Elect
  - Cisco Champion
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## **Publications:**

- The Open Organization Guide to IT Culture Change
    - Chapter: Assuming positive intent when working across teams
  - The Open Organization Workbook
    - Chapter: Building community to stay on the cutting edge
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## **Patents:**

- System for data storage for distributed access

## **Education:**

- University of Kalmar, Kalmar, Sweden – 2002–2005
  - Bachelor's Degree in Computer Science
  - Completed Cisco CCNA and CCNP
- University of Kalmar, Kalmar, Sweden – 2000–2002
  - Computer Science and English studies