Good Citizenship is Good Business: Open Source, Sustainable Development and the Corporate Bottom Line

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ABSTRACT

This talk examines the current landscape of open source project and enterprise interplay, including the tensions between them. Leslie will demonstrate how models have developed to ease these problematic areas for corporations, but how these new models do not necessarily meet the needs of individual developers. She will conclude with a discussion of how adhering to well-worn approaches to open source software development are not only best practice for corporate players, but provide them with long-term benefits from the perspective of sustainability, employee retention and community good will.

BIOGRAPHY

As an internationally known Developer Relations strategist and Community Management expert, Leslie Hawthorn has spent the past decade creating, cultivating, and enabling open source communities. She's best known for creating Google Code-in, the world's first global initiative to involve pre-university students in open source software development, launching the second-most trafficked Google's Developer Blog, and receiving an O'Reilly Open Source Award in 2010 for her work to grow the Google Summer of Code program and her contributions to Humanitarian open source projects.

During her 15 years working in the technology industry, Leslie has developed, honed and shared open source expertise spanning the Enterprise to NGOs, including senior roles at Google, Red Hat, the Open Source Initiative, the OSU Open Source Lab and several startups, including Elastic.

Born and raised in Silicon Valley, she and her family now call Amsterdam home, though she travels worldwide to keynote about open source, and building products and teams that are built to last. You can follow her adventures on Twitter @lhawthorn.