

Connect the Dots

WordCamp Ventura 2014

Mike Schroder (DH-Shredder)

@GetSource - <http://www.getsource.net>

Who Am I?



- **Mike Schroder**, a.k.a **DH-Shredder**,
a.k.a. **@GetSource**
- Third Culture Kid, enjoy Coffee & Sailing
- WordPress 3.9 Co-Lead and Core Contributor
- Happy DreamHost Employee

First, a *disclaimer*.

This is going to be *satire*, but ...

With *satire*, often comes
a bit of *truth*... ?!!

It's up to *you* to decide.

Matt Mullenweg



Democratizing publishing?

Matt Mullenweg



or **World Domination?**

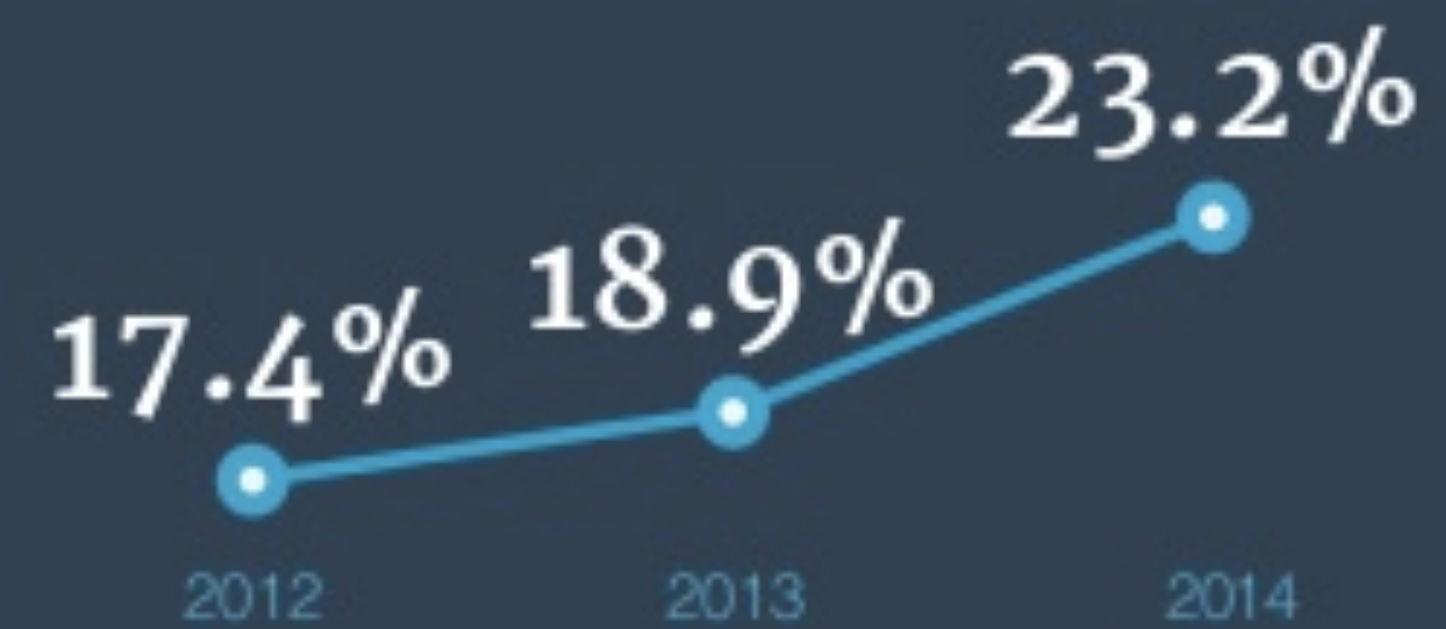
Mike Little



zed1.com
Web development services

Let's look at the *stats*.

23% OF THE WEB RUNS WORDPRESS



Source: W3Techs

And, Matt's made it clear
he wants *more*.

Over 270 Contributors
across the globe.

Let's talk about the
Project Leads.

You probably already know
about *Automattic*.

We are passionate about making the web a better place.

WordPress.com

Hassle-free blogging
even with your own domain
freemium model.

Cloudup

Links, files, photos, more!
Beam them to the cloud and share.
Sounds awesome? You bet.

Polldaddy

Your readers are smart
easily find what they think
polls and surveys, natch.

Code Poet

Resources for you,
maker of things with WordPress.
Code is poetry.

Jetpack

Power of the cloud
right there in your own WordPress.
Supercharge your site!

VaultPress

Disaster happens
buy insurance for your site
sleep soundly at night.

Gravatar

Identity is
visually portable
your face everywhere.

WordPress.com VIP

The best of the best
sites need bulletproof service.
We can handle it.

Simplenote

Synchronization.
The bane of all notetakers
is now simply solved.

Akismet

Remember the days
innocent inboxes gleam
be spam-free again.

Simperium

An API for
developers everywhere
to stay on same page.

Longreads

Great storytelling,
long enough to dig into.
Find it and share it.

Who works *independently* of Matt?

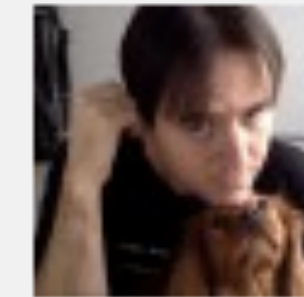
Project Leaders



Ryan Boren
Lead Developer



Matt Mullenweg
Cofounder, Project Lead



Peter Westwood
Lead Developer



Andrew Nacin
Lead Developer









Mark Jaquith
Lead Developer



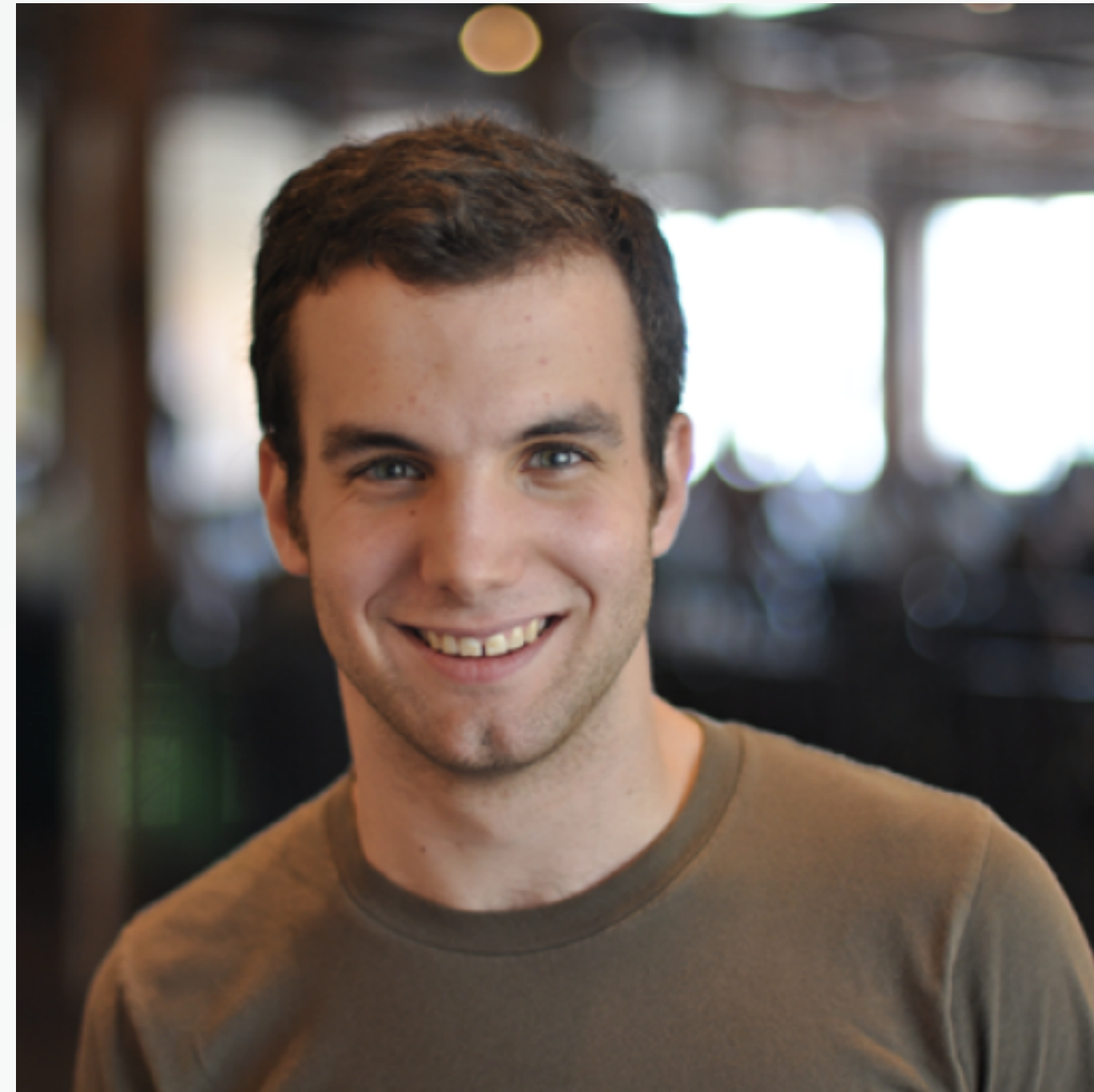
Andrew Ozz
Lead Developer

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Project Leaders

 Ryan Boren Lead Developer	 Matt Mullenweg Co-founder, Project Lead	 Peter Westwood Lead Developer
 Andrew Nacin Lead Developer	 Mark Jaquith Lead Developer	 Andrew Ozz Lead Developer

Andrew Nacin





audrey

News

Portfolio

Audrey Capital is an angel investment and research company created by Matt Mullenweg of WordPress to help innovative ideas grow.

Portfolio

2014	Calm CB	Take a moment.
	Samovar Tea	Most consumed beverage in the world.
	NPM CB	Node community hub.
	Solano Labs CB	Continually integrate.
	Your Mechanic CB	No more greasy couches.
	Last Guide CB	Explore the world.
	ZenPayroll CB	Delightful payroll.
	Caarbon CB	On-demand valets.
	Hint CB	My favorite water.
2013	Bitpay CB	Accept bitcoins easily.
	August CB	Smartphone controlled locks.
	Wealthfront* CB	Manage money better.
	Circa CB	Bespoke mobile news.
	Screenhero CB	Collaborative screen sharing.
	Tilt CB	Group fund anything.
	SmartThings CB	Connected home OS. <i>Sold to Samsung, 2014.</i>

Personnel

Matt Bartus
Consigliere

Rose Goldman
Non-tech Ninja

Matt Mullenweg
Principal

Samuel "Otto" Wood
Tech Ninja

Andrew Nacin
Tech Ninja

Scott Reilly
Tech Ninja

Siobhan McKeown
Word Ninja

Samuel Sidler
Ninja Wrangler

You?
Matt is hiring @ Automattic

* Invite link that gets you and Matt 5k more managed fee-free.



audrey

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What about *agencies*?



JAKE GOLDMAN

President & Founder



JOHN ECKMAN

Chief Executive Officer



JESS JURICK

Vice President, Consulting Services



VASKEN HAURI

Vice President, Engineering



GRANT LANDRAM

Director of Project Management



HELEN HOU-SANDI

Director of Platform Experience



PAUL CLARK

Director of Recruiting



TAYLOR ALDRIDGE

Creative Director



Results for 10up hiring

Save

Top / All

★ Tomas Puig and 1 other favorited



Chris Lema @chrislema · Oct 18

Listening to @tlovett12 share insights on the WP JSON API. Just found out @10up is hiring. :)

← ↻ 4 ★ 3 ⋮

↻ Drew Jaynes retweeted



Rachel Baker @rachelbaker · Sep 25

Want to cool things with APIs? @10up is hiring JavaScript & PHP engineers and more! Let's talk, I am in the 10up hoodie #apistrat

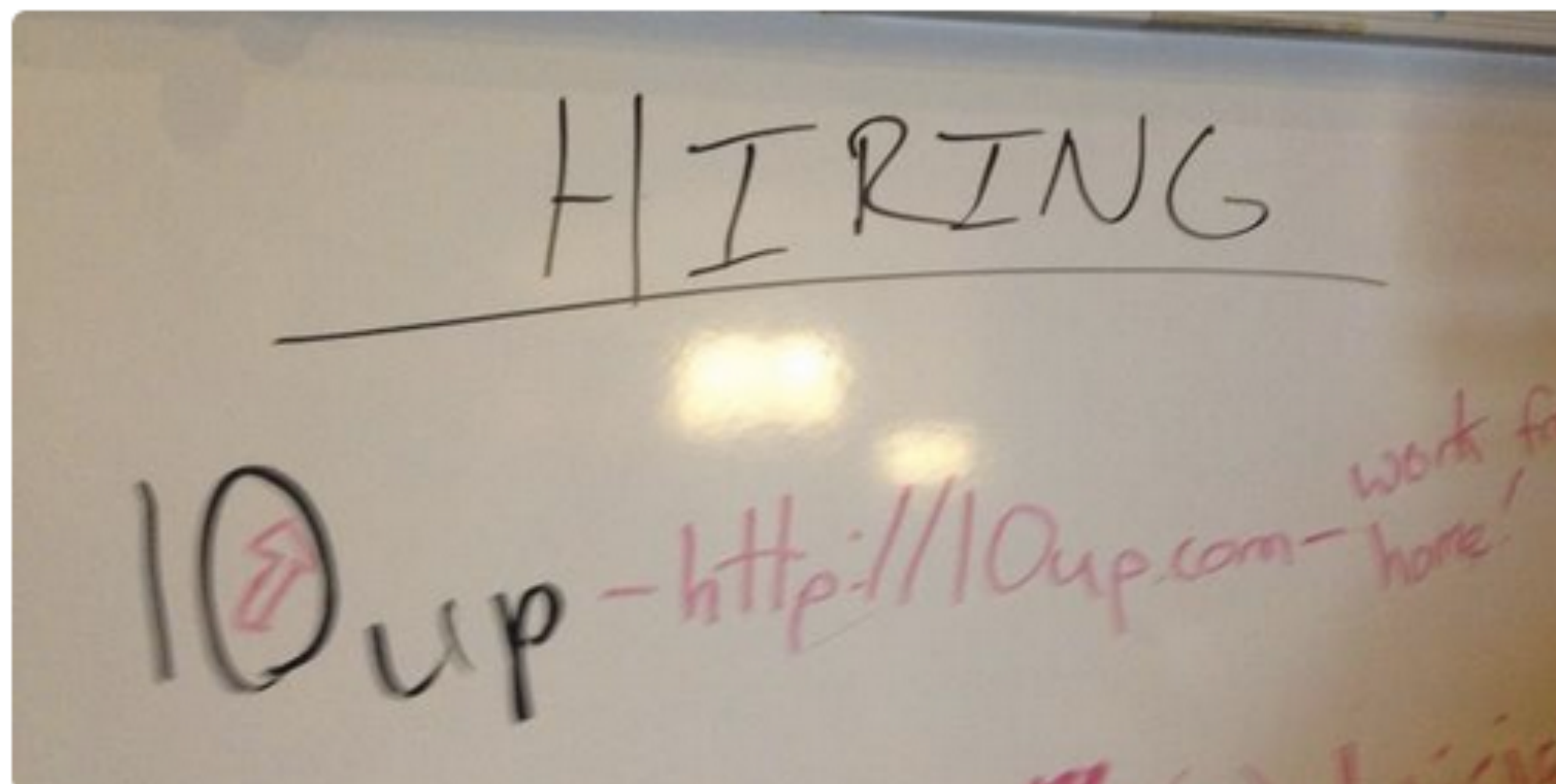
← ↻ 5 ★ 5 ⋮

↻ 10up retweeted



Grant Landram @GrantLandram · Sep 13

If you're at WordCamp Salt Lake City and are interested in working with a team, we're hiring @10up - let's chat!



Helen Hou-Sandí

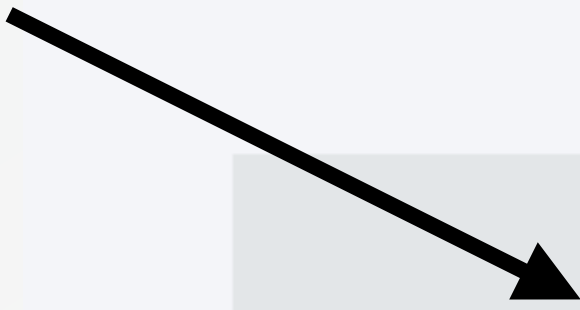


Service Partners

Interested in becoming a partner?

We've partnered with these solution providers and agencies to provide development and design services for your WordPress.com VIP projects.

[Apply Now](#)



If this all seems *far-fetched* ...

Remember that it's
happened before.



WordPress 4.1

—
John Blackbourn

Automattic Buys UK's Code For The People To Build Out Its WordPress VIP Enterprise Business

Posted Nov 6, 2014 by [Ingrid Lunden \(@ingridlunden\)](#)



CrunchBase

Automattic —

FOUNDED
2005

OVERVIEW

Automattic is the company behind WordPress.com and WordPress.com VIP, the cloud version of WordPress. Automattic hosts and supports all WordPress.com sites ensuring that there is continuous and strategic development of the software available to its users. WordPress.com is the simplest, most secure way to start web-publishing immediately on the open source WordPress platform. On WordPress.com, ...

LOCATION

San Francisco, California

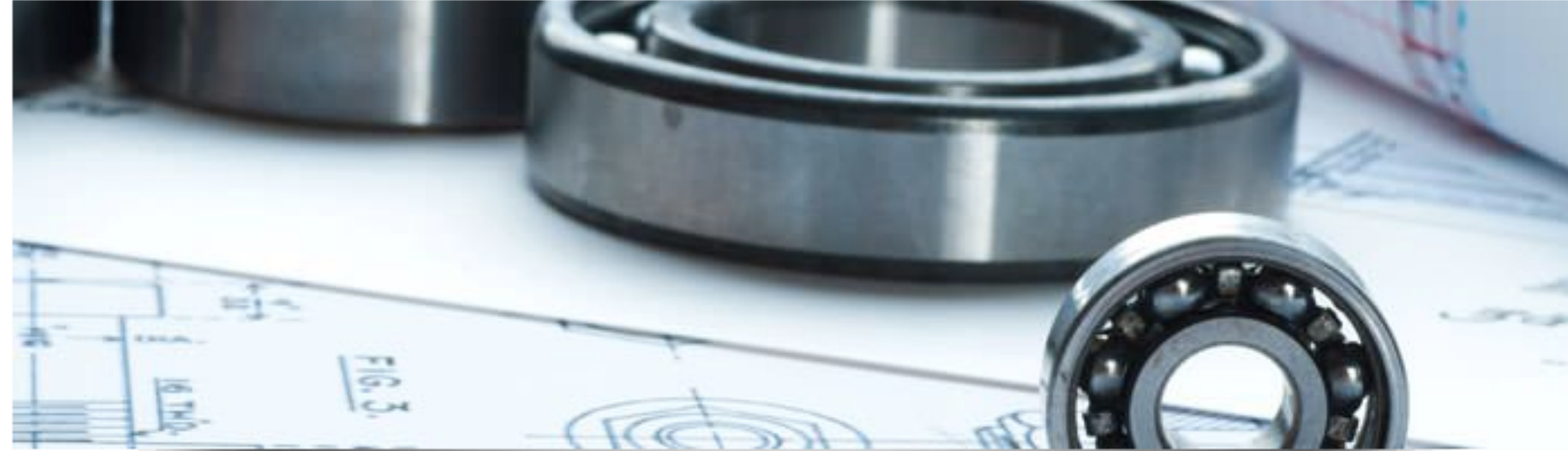
CATEGORIES

Content, Curated Web, Web CMS, Forums, Blogging Platforms

WEBSITE



ABOUT



VeloMedia is a micro-multinational of distributed offices. What does that even mean? Put simply, we have diverse talent across the globe under one combined workflow. VeloMedia provides both regional and international scalability that allows for an array of vantage points to best serve our clients' needs. We team with full-service PR firms and their clients, plus internal marketing and IT departments. You come up with the blueprint and we build your story.

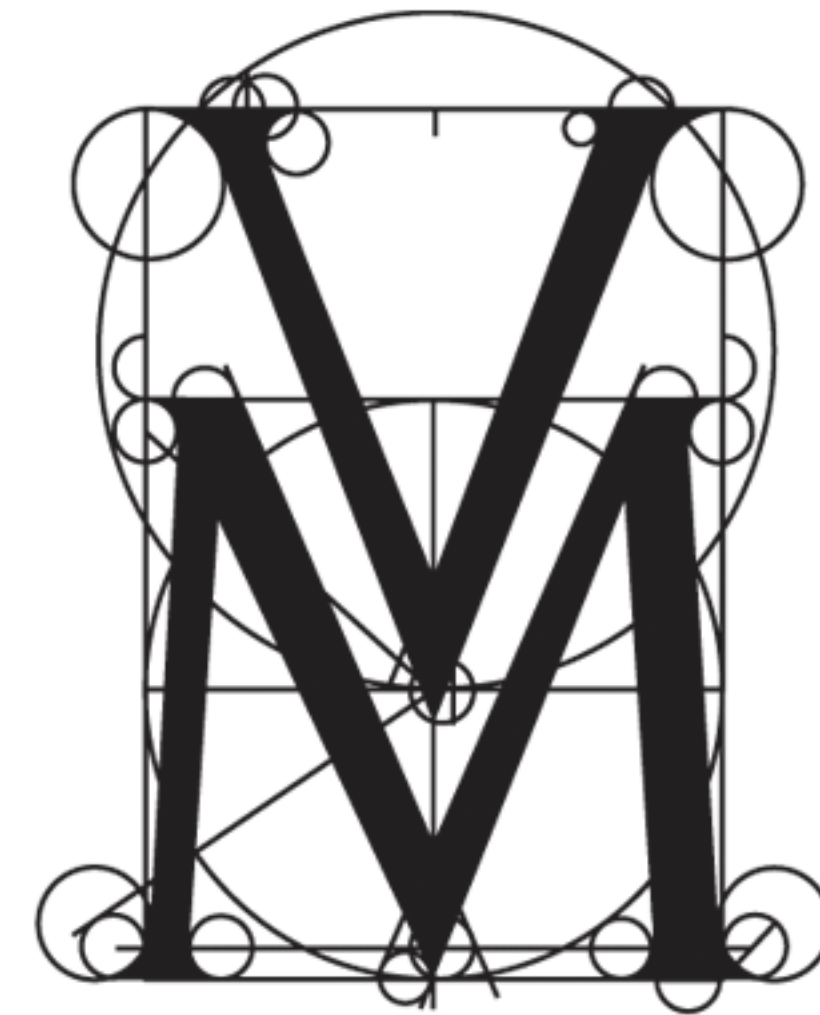
We use strict methodology using only the best practices acquired over the last 18 years. Our technical production processes provide peace of mind that your vision will be made a reality in the most optimal and dynamic of ways. In other words, we do all the heavy technical lifting so you can focus on what you do best for your clients.

With the understanding that companies need to capitalize on multiple channels for successful branding and marketing, VeloMedia offers a suite of premium services. Our Cross-Media Factory generates complex WordPress development, custom web applications, and top-of-the-line video production.

*"You come up with the blueprint
WE BUILD YOUR DIGITAL STORY"*

Read about: [VeloMedia's CrossMedia Factory](#)

Crowd Favorite[®]



VELOMEDIA

CHRIS LEMA

“Chris Lema doesn’t sell you on himself. He sells you on yourself.” – Mika (@ipstenu)



WordPress has a tight grip
on the *media*.



Matt Mullenweg




Om Malik



Scott Taylor



The New York Times

Saturday, November 8, 2014 |  Today's Paper |  Video |  47°F | S. & P. 500 +0.03% ↑



Aaron Jorbin



allure

ARCHITECTURAL DIGEST

ars technica

bon appétit

BRIDES

CNÉ

Condé Nast
Traveler

DETAILS

epicurious

GLAMOUR

Golf Digest

GolfWorld

GQ

Lucky

NOW MANIFEST

SELF

STYLE.COM

teenvogue

THE
NEW YORKER

THE
SCENE

VANITY FAIR

VOGUE

W

WIRED

[View All Brands](#)

[Parade](#) ↑

He's even enlisted a *historian* to tell the WordPress story.

Personnel

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Rose Goldman

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Siobhan McKeown

Word Ninja

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Ninja Wrangler

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* Invite link that gets you and Matt 5k more managed fee-free.

Siobhan McKeown



This is all without touching
Matt's *travels*.

He's been visiting the White
House as early as *2011*.



Office of Public Engagement

The OPE Blog

Young Business Entrepreneurs Visit the White House for the Buy Young Initiative

Subscribe

Posted by Isaiah Nelson on July 21, 2011 at 12:21 PM

There was no shortage of great stories of how these brilliant young CEOs started their businesses: Amelia and her wife Erika from the locally-sourced and sustainable butcher shop "Lindy and Grundy" in California asked how they could connect with the USDA and also shared stories about how they created a locally-sourced business that features an apprenticeship program designed to grow along with their business. [Hezekiah Griggs III](#) joined us; Hezekiah mentors young entrepreneurs, and formed a public-private partnership with the [Rutgers Center for Urban Entrepreneurship & Economic Development](#). [Matt Mullenweg](#), who started Word Press also joined. Not only does Word Press power more than 50 million websites, but Matt also advises and invests in over 20 young start-ups.



East Room at White House Christmas Party

December 15, 2012



Categories: [Moblog](#)

[← Lots of Santas](#)

[National Building Museum →](#)



Matt Mullenweg @photomatt · 15 Dec 2012

East Room at White House Christmas Party wp.me/p4-1gA



Randy Peterman @randypeterman · 15 Dec 2012

@photomatt you know, when I met you at SXSW in 2004 I never suspected you'd become a tech-diplomat ;)



Matt Mullenweg ✓

@photomatt



Following

@randypeterman me either!

📍 Washington, DC



10:19 AM - 15 Dec 2012



Reply to @photomatt @randypeterman

What's with the *WordPress Foundation?*



81 WordCamps in 2014



Find

a Meetup Group

Start

a Meetup Group

Sign

Maintenance alert: On Sunday, 7:00 AM EST, Meetup will be down for 1

WordPress Meetup Groups

Meet other local fans of WordPress, the Internet's classiest and fastest dynamic content management system. Gather and discuss the best ways to work with your software.



Groups
651

Members
161,903

Interested
55,608

Cities
424

Countries
57

Related topics: [Wordpress Plugins](#) · [Wordpress Themes](#) · [Wordpress Customization](#) · [Web Design](#) · [DIY \(Do It Yourself\)](#) · [Social Media](#) · [Web Development](#) · [Online Marketing](#) · [SEO \(Search Engine Optimization\)](#) · [Creativity](#)

Let's chat briefly about *support*.

Mika Epstein



Ipstenu Who?

Just as a reminder, this is my *personal* blog, where I wander afield and posit the unusual.

Who am I? **I'm complicated**. I've been on the net since the days of dedicated terminals and Novation CAT modems and solved **Missionaries and Cannibals** (or **Goats and Cabbages**) before I was six, and I **really like WordPress**.



I'm a woman (something people on the Internet seem to miss about 3/4ths of the time).

Now that we have that out of the way, I'm **Mika A. Epstein**, better known as Ipstenu. I am a gamer-geek Jew who lives in the OC, works on computers, and has pets. I travel and blog about it, I'm a Libertarian/Green Party/ACLU supporting kind of person, who wants to live as green as I can. That's why I have a hybrid.

Top 10 Reasons Your Plugin Was Rejected

Presented by [Mika Epstein](#).

You wrote the most awesome plugin in the entire universe and you want to share it with the world. So why did those mean plugin reviewers turf it? The ten most common reasons may surprise you, and they're not ALL because you had an error in your code. The little pitfalls can be easily avoided, and get your code out there to the universe, one download at a time.

Pay no attention to the man
behind the *curtain*.

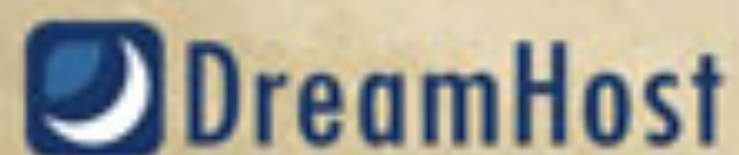


openstack

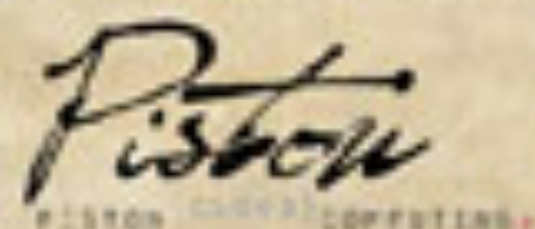


fig. 06

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Presenting, for our collective instruction:

“The *CEPH LORDS*”

San Francisco Stackers Free Event

“Introduction to Ceph and DreamHost’s Object Service Deployment”



BEN CHERIAN

Emerging Technologies General Manager, DreamHost



TOMMI VIRTANEN

Senior File Systems Engineer, DreamHost



CARL PERRY

Cloud Architect, DreamHost

“OpenStack Block Storage with Ceph”



CHRISTOPHER MacGOWN

Co-founder and CTO, Piston Cloud Computing

WordPress may be the
most open
World Domination
plan ever.

What are your WordPress *conspiracy theories?*

Some slides quoted from this year's State of the Word:

<http://ma.tt/2014/10/sotw-2014/>

WordPress History Book in Progress:

<https://github.com/WordPress/book>

Mike Schroder (DH-Shredder)

@GetSource - <http://www.getsource.net>