

# Rubén Martín

Community Strategist and Program Lead

*Building on 20 years of experience with open source communities, I design and optimize innovative strategies through contributors, open collaboration, crowdsourcing, and high-performance data and impact-driven teams.*

## EXPERIENCE

### **Humanitarian OpenStreetMap Team – Community Strategist & Research Lead**

January 2021 – January 2024

I successfully led the [Strategy and vision](#) for the Latin America region, overseeing the recruitment of a staff-team that [resulted in numerous community-centric projects](#), fostering positive relationships in 16 countries. By driving a cross-team [data-driven strategy](#) I established a new CRM process, leading to increased monitoring, evaluation and impact. Furthermore, I played a key role in modernizing [community channels](#) for the OpenStreetMap Foundation, leading the design of a change management plan, facilitating community consultations and ownership, transitioning nearly 4000 users and 40 communities.

### **Mozilla – Global Communities Strategist**

September 2014 – August 2020

As part of the Open Innovation team, and leveraging [Mozilla's community networks](#), I drove and implemented strategies for various Mozilla's product and technology teams including [Support](#), [Common Voice](#), [Community](#), Firefox, Pocket, Addons, and Localization, which resulted in a significant reduction in cost, expanded reach, aligned collaboration, and increased contributors' satisfaction.

Previously at the Community Development team, I led the execution of community engagements, and leveraged my experience founding programs such as [Mozilla Reps](#) or the [Spanish community](#), I optimized workflows, channels, and documentation which resulted in increased visibility of the contributors' work and tangible impact on organizational goals.

### **Fundación General Universidad de Valladolid – System Administration and Devops**

June 2008 - August 2014

I grew the capabilities of the IT organization from legacy isolated machines to a full racked infrastructure using virtualization and industry-standard backup policies, increasing efficiency, and reducing overall cost. I upgraded internal and external websites to state-of-the-art technologies and designs, increasing the organization's brand reputation and engagement.

- Valladolid, Spain
- [Contact](#)
- [More highlights](#)

## KEY STRENGTHS

Impact-driven  
Stakeholder management  
Storytelling  
Strategy development  
Program management  
Community building  
Data-driven  
Project management

## Languages

Spanish (native)  
English

## Trainings

TRIBE: Leadership  
Debias Hiring