



## HI THERE!

I've been working in open-source community building full-time since 2015. I'm currently heading up the Community Education team at Automattic with a focus on the global WordPress project - building community, creating content, leading a team, and engaging contributors are all in a day's work!



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# HUGH LASHBROOKE

COMMUNITY PROFESSIONAL



## WORK EXPERIENCE

Jun, 2021 - Present

Automattic

### HEAD OF COMMUNITY EDUCATION

- Conceptualised, planned, and launched a brand new global education program that targets all WordPress users
- Hired a team of 3 Instructional Designers and actively coached them in community engagement practices
- Planning learning pathways and establishing curriculums
- Working cross-functionally with Product and Marketing to build a world-class platform
- Managing the team to set goals, build training content, and create learning experiences
- Pioneered the use of social learning theory in community education
- Maintaining and growing a global education platform
- Coaching and developing team members in their own growth



## EDUCATION

Jan, 2005 - Dec, 2007

Bachelor of Arts

Theology & Pastoral Ministry

**STELLENBOSCH UNIVERSITY**

Sep, 2021 - Dec, 2021

Community Management  
Leadership Program

**C SCHOOL**



## SKILLS

- Strategic planning
- Team leadership
- Program management
- Project planning
- Remote collaboration
- Writing
- Coaching
- Empathy
- Communication
- Open-source



## TALKS

- [Building Open-Source Communities](#)
- [Defining a Community Membership Identity](#)
- [Building Hybrid Communities Beyond Events](#)
- [Finding Your Place in the WordPress Community](#)

Mar, 2020 – Jun, 2021

Automattic

#### COMMUNITY TEAM LEAD

- Managing a team of 8 community managers that oversees the global WordPress community program, which includes over 700 local communities around the world
- Working cross-functionally with Product, Marketing and Content to ensure the growth and effectiveness of the Community program by engaging new and existing users
- Managed the process of transitioning the global WordPress community to online events as a result of the COVID-19 pandemic
- Engaging a global community of developers, users and contributors
- Directly managing the 'community deputy program' – over 50 active volunteer contributors from around the world
- Establishing new community programs to drive engagement and growth
- Maintaining existing community programs, particularly around contributions and events
- Coaching and developing individual contributors in their own growth

May, 2016 – Mar, 2020

Automattic

#### COMMUNITY PROGRAM MANAGER

- Working with and engaging a diverse, global community of WordPress professionals
- Maintaining existing community programs
- Conceptualised and managed a global charity hackathon event series
- Supporting local event organisers in over 700 cities
- Collaborating with 17 volunteer contributor teams
- Mentoring community members in leadership roles
- Mediating conflicts of all types

Jul, 2015 – May, 2016

Automattic

#### COMMUNITY ENGAGEMENT MANAGER

- Working internally with staff to foster community engagement
- Working on existing community outreach projects
- Actively engaging staff to contribute outside of their core work

Jan, 2015 – Jun, 2015

WooCommerce

#### COMMUNITY ENGAGEMENT MANAGER

- Working internally with staff to foster community engagement
- Advocating for community mindfulness across the organisation
- Bridging the gap between community contributors and the core product team



## PROJECTS

#### CREATED & LAUNCHED A GLOBAL CHARITY EVENT SERIES

I conceptualised, organised & managed an annual community event to build websites for non-profit organisations. Dubbed 'do\_action', it started off locally in Cape Town and has grown to be organised independently by WordPress communities all over the world. I wrote the event documentation and built the tooling that local organisers use to make these events happen. Part of my work on the WordPress Community Team was to continue to support and enable these events around the world.

#### SPEARHEADED A TRANSITION FROM IN-PERSON EVENTS TO ONLINE LEARNING

With in-person events being put on hold during the COVID-19 pandemic, we were forced to make rapid changes to the WordPress community program. Under my leadership, we birthed Learn WordPress – an online learning platform for WordPress users, builders, and contributors. The platform hosts asynchronous courses and workshops along with live social learning spaces facilitated by members of my team as well as community volunteers.

#### INITIATED AND MANAGED A DEDICATED COMMUNITY VOLUNTEER PROGRAM

I grew, nurtured and managed a team of over 50 active volunteer contributors from all over the world. This team in the 'deputy program' continues to thrive today and it forms an integral part of the overall WordPress community program. My work included recruitment, documentation, training, onboarding and collaboration with team members to achieve success.

Apr, 2012 - Jan, 2015

WooCommerce

#### PRODUCT DEVELOPER

- Developing and maintaining WordPress plugins and themes
- Maintaining company website and membership portal
- Engaging community members to contribute to products
- Planning new product development

Oct, 2011 - Mar, 2012

Quick Online

#### WEB DEVELOPER

- Building and maintaining client websites on various platforms
- Working with WordPress, BigCommerce, and Elgg, as well as custom frameworks
- Planning and scoping out new development

Mar, 2011 - Oct, 2011

Naspers

#### SCRUM MASTER / PROJECT MANAGER

- Promoted to Scrum Master after 6 months as a product developer
- Managed sprint planning for multiple products
- Managed ongoing projects using agile methodologies
- Bridged the gap between executive management and the development team

Oct, 2010 - Mar, 2011

Naspers

#### PRODUCT DEVELOPER

- Built and maintained multiple in-house web properties using Solr, Drupal, PHP, WordPress, and MediaWiki
- Worked in an agile development environment

Jul, 2008 - Sep, 2010

White Wall Web

#### WEB DEVELOPER

- Maintained and developed new features for client websites using PHP, WordPress, and an in-house CMS
- Worked in a team to plan and develop new projects for clients

Dec, 2007 - Jun, 2008

St. Martin's Anglican Church

#### ASSISTANT YOUNG ADULTS PASTOR

- Managing the young adults ministry program
- Regular sermon preparation and preaching
- Planning outreach activities



#### POSTS

- [Building Community in a Post-COVID World](#)
- [Pastoral Leadership and Community Management](#)
- [The Three S's of Creating Community Connections](#)
- [Creating Equitable Hybrid Communities](#)
- [When Good People Go Bad: Mediating Community Conflict](#)
- [Empathy and the Feelings Box](#)
- [Becoming a Good Open-Source Citizen](#)