

# WHAT MAGENTO MEANS TO YOU

// Ignacio Riesco

I didn't have the chance to attend the last Imagine, but I watched all of the online sessions from the event and kept refreshing twitter feed almost constantly. Let me be honest – I was a little bit worry about avoiding the word Magento during the event. Maybe it's a coincidence, maybe it's an announcement of something bigger – erasing the word Magento and replacing it with another, e.g. Adobe Commerce. It's just a word, don't make a big deal out of it – you can think. Yes, it's true – it's just a word. But for me, it means a lot.

I devoted ten years of my professional career to Magento and this name is of great value to me, personally. Then I thought to myself that there were more people like me. That's how I came up with the idea of a series of articles with different people in which they share their experiences with Magento and what that word means to them.

And then Magezine appeared on the market, which gave me the space to express my thoughts.

So, here we are! I hope you'll enjoy this text! Who knows, maybe it'll inspire you to think about the whole issue. I really want you to share with the readers and whole community what Magento means to you – in your personal and professional live, and to indicate the moments in your careers that made Magento special.

## LET'S BEGIN WITH A LITTLE BIT OF HISTORY AND CONTEXT

I may sound strange, but I fell in love with Magento, even though it wasn't love at first sight. And it started with this:

With my company, we were at Magento Developers Paradise in Ibiza (2011). This event opened my eyes to the importance of Open Source and the developing community behind Magento. All those brilliant minds gathered in one place, focused on a common goal – how to improve Magento and make it even better.

We participated in Xcommerce Conference in San Francisco (2011) and I adored its spirit since day one. But we missed the first Imagine in LA. When I followed it from Twitter I said to myself: this is it! I made the decision of attending next edition, and I kept my word! So, we went to Imagine and we met a lot of brilliant people there.

But that moment, which I might call a breakthrough, was the first edition of Meet Magento Spain (March 2014). It was like a dream come true — a Magento conference, organized by us and full of Magento enthusiasts from around the world. It was an excellent event with international line-up and awesome conversations afterwards. I think that many things that are happening now on the e-commerce market had their beginning on this event.

## MAGENTO MEANS...

If we wanted to stick to the book definition, we could say that Magento is an open-source product, it's the name

of company that owns the product (now Adobe), and it's the community (in my opinion the strongest and the most brilliant on the planet).

But this definition is devoid of emotions. And yet for me and for many of us, this word means much, much more. That's why the feeling that this word is going to be erased scares me so much.

## LOTS OF DIFFERENT (PERSONAL) MEANINGS

- **Magento means growth.** From 2 employees to more than 50 people working in the company in three different locations. More than 150 people have worked in interactiv4 since the beginning, and most of them are still associated with Magento. It's not even just about how the company's size increases, it's about the space for professional and personal development that everyone here gets. We even took the first tagline of Magento as a statement: A platform for growth.
- **Magento means improvement.** I am pleased to see that my colleagues are improving their quality of life. I believe that Magento gives them this opportunity. Working with so many creative people is not only a chance to learn from their knowledge and experience, but also a motivation to raise the standards in own professional live. Achieved successes also result in greater satisfaction with life in general – after all, these two worlds are not completely separate.
- **Magento means traveling the world.** Magento is a worldwide community. New York, Amsterdam or Krakow – you name it. I have had the amazing opportunity to travel to many places in the last ten years. They say that travel broadens the mind – it is one thing to get to know new countries. But the second thing, perhaps even more important, is the opportunity to talk to experts from completely different markets and exchange experiences. Meeting new people and then maintaining these relations through participation in events is an unquestionable perk of such travel.
- **Magento means evolving and overcoming difficulties.** It is about finding opportunities where others see problems. I remember how much trouble we had to face when we were working with M2 first releases. It was a long-announced and very unstable those

