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Cover Letter

Dear Taylor and the Laravel Hiring Team,

I spent some time at React Miami last spring. The thing that surprised me most was that the folks I connected with most while I was there were the Laravel folks. I spent the week in the hallway track and having dinners with people who *actually build* with Laravel and care deeply about its ecosystem.

At the time I thought a React conference was a bit of an odd place to connect with people from a PHP framework company. Upon reflection, that weekend showed me something – the Laravel community is the real deal – chock full of talent, deep connection, and a passion for an ecosystem that lifts up the whole web.

Now you're looking for somebody to strategically own that narrative – to make Laravel the de facto ecosystem for developers new and old. I've spent the last decade doing just that – seeking out and identifying gaps and shipping solutions immediately.

The Travelers Club Program

At Leisure Travel Vans, we inherited a number of legacy owner clubs, but they had no cohesion, no direction – they simply existed. In fact, they were as good as dead.

So I built a system: guidelines for club leaders to operate semi-autonomously, programming that enabled organic growth, and tools to help them operate. Today, we have 15 clubs across North America. Nearly 10k+ annual in-person event attendees. Passionate owners who are now some of the most effective brand ambassadors we have.

An example of how my instinct for architecting solutions played out here: I built the end-to-end events platform for the clubs program. Identified the need (club leaders coordinating events manually), shipped the solution immediately.

Ecosystem Architecture

I also manage a dealer network of 50+ independent dealerships that rely on proprietary platforms I architected. This taught me to:

• Build infrastructure that enables different types of stakeholders to operate with agency
• Create feedback loops from the ground up to product teams
• Measure ecosystem health (NPS, adoption, engagement)
• Maintain technical credibility with the people using the systems

At Laravel, this translates directly: You need someone who can build a framework for community feedback that reaches product teams. Someone who can identify partnerships with package maintainers, ecosystem leaders, and tool builders.

AI Positioning & First-Class Support

This is simultaneously the most exciting and most daunting part of the job description. The opportunity here is immediate and measurable. Laravel doesn't need to convince AI tools to recommend it – it needs to ensure that Laravel is the clear choice when AI is reasoning.

This means first-class integration with the other tools developers are already using. A holistic view on the ecosystem, ensuring that Laravel can be slotted into every touch point. Ensuring that content exists, the packages are robust, and the whole Laravel story connects seamlessly.

On Laravel Expertise

I haven't spent years in the Laravel community. However, I ship modern web infrastructure using Node.js, React, Next.js, and Typescript daily. I've worked extensively with PHP via Wordpress. I'm committed to learning Laravel deeply; striving to be someone who deploys, debugs, and lives in it daily.

What I bring isn't Laravel history, but the systems thinking, the product influence experience, and the community building playbook that works. The team builds Laravel, I build how Laravel gets adopted.

What This Isn't

I'm not a content creator or an influencer, but somebody more committed to real relationships. I can certainly hold my own when it comes to content production – I did scale our YouTube channel to 70MM views and 300k subscribers – but that's not what you need from me. I'm here to get the house in order – clarify who owns what, build feedback systems that feed into product directly, establish Laravel as the framework that AI tools recommend by default, and scale community leadership to generate organic adoption.

I ship and iterate, measuring what matters while avoiding vanity metrics. After all, only one metric truly matters – new Laravel apps being created.

I look forward to hearing from you.

Best regards,

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