Justin Ellis Morrow

E-Commerce Architect

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Professional Profile

Award winning solutions consultant, thought leader and seasoned technical architect exploring strategic opportunities within the greater enterprise e-commerce landscape.

Work Experience

Head of Channel Technical Sales, Magento, an Adobe Company (2018 – Present)

- *Identified and resolved many revenue-prohibitive roadblocks for large technical vendor eco-system*

- *Envisioned, authored and delivered multiple full-day training sessions (on demand video training, instructor led)*

- *Educational Focus:*

    o *Strategic Sales Engagements*

    o *Complex Solution Selling*

    o *Technical/DevOps Procedures*

    o *Sales Psychology/Mindset*

    o *Motivational Speaking*

Senior Solutions Consultant, Magento/eBay Enterprise (2014-2018)

- Promoted to Head of Channel Technical Sales

- Directly contributed to closing more than $11M (TCV) in software license sales in 2017

- Awarded Solutions Consultant of the year, 2016

- Directly contributed to closing more than $9M (TCV) in software license sales in 2016

- Delivered hundreds of customer-centric, highly focused product demonstrations

- Assisted in closing many complex, enterprise level sales opportunities

- Curated full-day development/architecture workshops for highly technical stakeholders

- Authored and shared many complex demonstration scripts for use by greater sales team

- Lead multiple initiatives around gathering and utilizing competitive analysis

- Delivered many internal training workshops to increase overall sales efficiency

- Worked closely with product team to guide platform feature/functionality
- Created multiple applications to drastically reduce the time to create custom demonstrations
- Created an application to do complex licensing calculations based on business metrics
- Created an application to aggregate and query focused case studies for presentation
- Created and maintained multiple demonstration environments for entire team

Technical Architect / Senior Applications Engineer, Lyonscg (2011 – 2014)

- Architected, developed, deployed and supported over 40 Magento Enterprise applications
- Spearheaded many internal software offerings; often assisting with taking them to market
- Authored many pivotal development and release procedures, increased overall project profitability
- Responsible for all development training and certification initiatives, on-boarding process, developer work-flow, internal knowledge share, Magento meet ups and technical interviews
- Designed and championed an employee growth/promotion strategy to retain top talent
- Assembled and managed specialized development teams
- Daily scrum-master and team lead, responsible for weekly sprint planning and requirements gathering, project estimation, road-block resolution, technical documentation, RFP assistance

Technical Lead / Senior Developer, The Plumtree Group (2008 – 2011)

- *Assisted with building new e-commerce practice*
- *Authored entire development life cycle, release and support procedures*
- *Interviewed, hired, managed and trained 4 US developers and 30+ off-shore resources*
- *Contributed to many applications with varying degrees of difficulty in a development and architecture capacity*
- *Responsible for all client-facing technical interaction and proposals*

E-Commerce Web Developer, Home Office Solutions (2007 – 2008)

- *Wide variety of e-commerce development tasks*

Tier 2 Network Engineer, nFrame Data Center (2006 – 2007)

- *Managed multiple hosting accounts, customer support*
- *Daily server troubleshooting, maintenance and configuration*
- *Facilities auditing*

Owner, Morrow Interactive (2005 – Present)

- *Provided various technical services for more than 50 customers*
- *Provided technical mentorship for many talented individuals and assisted with starting a technical career as well as ongoing professional growth*

Skills

Sales - Complex Solutions Selling, Sales Engineering, RFP, Product Demonstrations, Competitive Analysis

Platforms - Magento (CE and EE), Shopify, Big Commerce, Yahoo Stores, eBay Marketplace, OSCommerce, Zen Cart, Mozu, Wordpress, Drupal

Technical - Object Oriented PHP, Zend, CodeIgniter, Kohana, Cake, Laravel, JQuery, Javascript, HTML/CSS, SVN, GIT, Apache, MySQL, Linux

Additional - Release Management, Agile Methodology, Scrum, Technical Architecture, Documentation, Thought Leadership, Mentorship and Education

Education

AAS Computer Programming, Magento Certified Plus Developer, Magento Certified Plus Frontend Developer, Magento Certified Plus Solutions Architect