

# Ray Bogman

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## PROFILE

After graduation and my internship at Marriott's Orlando World Center, I moved back to Amsterdam, where I worked for Marriott in Amsterdam.

In 2000 I changed my profession and joined the KPN Telecom team in Amsterdam, deploying ADSL internet in the Netherlands.

In 2004 I joined the KPN CERT team as Senior Security Manager until 2007. While working at KPN, I started as an entrepreneur in 2005 and built web applications using Open Source Software like Mambo and later Joomla! and Magento for clients.

Between 2005 and 2017, and founded several companies in my role as CTO regarding Magento support, training, performance, security, delivery, and extensions development.

I joined Magento in 2018 which later became Adobe as a Senior Business Solutions Architect in the EMEA/APAC region. I am responsible for Architecting Solutions for Clients seeking services from Magento, Proxy Product Owners, and Scrum Master on large scale international projects, Gather and write requirements (User Stories and Use Cases) and Onboarding projects to the Magento Commerce Cloud end of 2021.

From 2022 until end of 2023 I have been a Senior Global Software Support Manager delivering exceptional customer experiences and leading, building high-performing teams and software automation. Proficient in Adobe Commerce Cloud engineering, software automation, and fostering partnerships.

From 2023 I am managing as Head of Commerce Customer Engineering the EMEA team. Strong focus on customer success. Passionate about driving success and continuous improvement.

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## TECH SKILLS

- |                 |                           |                                |
|-----------------|---------------------------|--------------------------------|
| - Linux         | - Magento Order Manager   | - AMP                          |
| - Unix          | - Joomla                  | - PWA                          |
| - Windows       | - Oro Platform (CRM, B2B) | - Jekyll                       |
| - Apache        | - Varnish                 | - Git (pages)                  |
| - Nginx         | - Redis                   | - AWS                          |
| - PHP           | - NodeJS                  | - Product Owner                |
| - HHVM          | - HAProxy                 | - Scrum Master                 |
| - MySQL         | - Load testing            | - Trainer/Speaker              |
| - MSSQL         | - WebPagetest             | - Product/Business Development |
| - DirectAdmin   | - Web Security            | - Artificial Intelligence      |
| - Web/Mobile    | - SEO                     | - ServiceNow                   |
| - Performance   | - HTML                    |                                |
| - Magento 1 / 2 | - CSS                     |                                |
| - Magento PWA   |                           |                                |
| - Magento Cloud |                           |                                |

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## PROFESSIONAL SKILLS

# Ray Bogman

- Innovator, Strategist, Mentor, Coach

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## WORK HISTORY

### **Adobe** **December 2022 – Present** **Head of Commerce Customer Engineering EMEA**

#### Project Overview

- Managing four teams (L1 Core, L2 Cloud Ops, L2 Dev Ops, Premier Support)
- Providing the best possible customer experience for our merchants.
- Software automation
- Adobe Commerce Evangelism, Partner, and Community support
- Building, improving the support process and the team on their road to success
- Support Sales/Pre-Sales teams
- Speaker/Mentor at events

### **Adobe** **February 2022 – February 2023** **Senior Global Software Support Manager**

#### Project Overview

- Managing Global Adobe Commerce Cloud Engineering L2 team
- Providing the best possible customer experience for our merchants.
- Software automation
- Adobe Commerce Evangelism, Partner, and Community support
- Building, improving the support process and the team on their road to success
- Support Sales/Pre-Sales teams
- Speaker/Mentor at events

### **Magento, an Adobe Company** **January 2018 – February 2022** **Senior Business Solutions Architect**

#### Project Overview

- Senior Business Solutions Architect responsible for the EMEA/APAC region
- Architect Solutions for Clients seeking services from Magento
- Proxy Product Owner and Scrum Master on large scale international projects
- Gather and write requirements (User Stories and Use Cases)
- Onboarding projects to the Magento Commerce Cloud
- Speaker/Mentor at events

### **Rapido Internet Solutions BV** **August 2013 – December 2017** **Business Developer & Co Founder**

#### Project Overview

- Business development
- Product development
- Architect and creator of SaaS infrastructure

### **SupportDesk BV** **June 2011 – December 2017** **CTO & Co Founder**

# Ray Bogman

## Project Overview

- Technical Operations Manager
- Business development
- Product development
- Architect & Consultant for Magento (Performance, Security, Ecommerce)
- Trainer, Speaker, Coach

## Yireo

**Mai 2009 – Sept 2011**

### CTO & Co Founder

#### Project Overview

- Technical Operations Manager
- Business development
- Product development
- Architect & Consultant for Magento (Performance, Security, Ecommerce)
- Trainer, Speaker, Coach

## Wild Hibiscus "The Netherlands"

**June 2010 – April 2014**

### CTO & Co Founder

#### Project Overview

- Shop owner
- Wholesale/Retail ecommerce manager
- Business development
- Product development
- Architect & Consultant for Magento (Performance, Security, Ecommerce)
- Trainer, Speaker, Coach

## Jira ICT

**April 2005 – December 2017**

### CEO & Co Founder

#### Project Overview

- Business development
- Product development
- Architect & Consultant for Magento/Joomla! (Performance, Security, Ecommerce)
- Trainer, Speaker

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## CERTIFICATION

Oxford Artificial Intelligence Programme	2023
3x Adobe Commerce Subject Matter Expert (exam writer)	2023
CLF-C01 (AWS Certified Cloud Practitioner)	2020
PSM I (Professional Scrum Master I)	2020
CSPO (Certified Scrum Product Owner)	2020
MCPCD (Magento Certified Professional Cloud Developer)	2018
M2CSS (Magento 2 Certified Solutions Specialist)	2017
MCSS (Magento Certified Solutions Specialist)	2014
RHCE (Red Hat Certified Specialist)	2006
CEH (Certified Ethical Hacker)	2008

# Ray Bogman

UNIX I/II	2004
UNIX TCP/IP	2004

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## EDUCATION & TRAINING

Hospitality Management School	1997
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## SPEAKING EXPERIENCE

- Adobe Summit (2020/2021)
- Magento events (2008 – present)
- Joomla events (2001 – 2008)
- Webperfdays events (2013 – 2020)
- Ecommerce events (2010 – present)
- <https://raybogman.com/speaker/>

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## SPECIAL ACCOMPLISHMENTS

- Won the “Global Consultant of the Year Award 2021” at Adobe for the work on Alshaya’s brands (H&M, Victoria Secrets, Footlocker, Bath Body and Works and 15 more brands)
- Adobe Commerce Certification Advisory Board Member
- Between 2008-2018 I have trained more than 1000 people in the art of Magento worldwide (Community and Enterprise) (frontend/backend developers, DevOps/system engineers, ecommerce managers, performance (mobile), security).
- More then 750 people I have trained and coached in Joomla!
- Build performance optimized Magento VPS images for hosting company (CloudVPS).
- Guest writer for “Webdesigner Magazine”
- Coach/Tutor at the VU University of Amsterdam
- Author of Magento 2 Cookbook (<https://raybogman.com/mage2cookbook/>)
- Founder/creator of Mage.coach (Performance Monitoring Tool for Magento)
- Aka “Magento Doctor” (Q&A at Meet Magento Events)
- Magento User Group Amsterdam – Organizer from 2010-2018
- Co-organizer Webperfdays Amsterdam since 2013