

Ray Bogman

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 professions and joined the KPN Telecom team in Amsterdam, where I deployed 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 for clients using open-source software like Mambo and later Joomla! and Magento.

Between 2005 and 2017, I 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 writing requirements (User Stories and Use Cases) and Onboarding projects to the Magento Commerce Cloud end of 2021.

From 2022 until the 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.

Since 2023, I have managed the EMEA team as the head of commerce customer engineering. I focus strongly on customer success and am passionate about driving achievements and continuous improvement.

TECH SKILLS

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

PROFESSIONAL SKILLS

Ray Bogman

- Innovator, Strategist, Mentor, Coach

WORK HISTORY

Adobe

December 2022 – February 2025

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, and 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, and 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

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CTO & Co-Founder

Project Overview

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

Wild Hibiscus "The Netherlands"

June 2010 – April 2014

CTO & Co-Founder

Project Overview

- Shop owner
- Wholesale/Retail e-commerce manager
- Business development
- Product development
- Architect & Consultant for Magento (Performance, Security, E-commerce)
- 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, E-commerce)
- Trainer, Speaker

CERTIFICATION

AIF-C01 (AWS Certified AI Practitioner)	2024
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

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RHCE (Red Hat Certified Specialist)	2006
CEH (Certified Ethical Hacker)	2008
UNIX I/II	2004
UNIX TCP/IP	2004

EDUCATION & TRAINING

Hospitality Management College	1997
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SPEAKING EXPERIENCE

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

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 and 2018 I have trained more than 1000 people in the art of Magento worldwide (Community and Enterprise) (frontend/backend developers, DevOps/system engineers, e-commerce managers, performance (mobile), and security).
- More than 750 people I have trained and coached in Joomla!
- Build performance-optimized Magento VPS images for the 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