

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 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.

At Magento, an Adobe Company, my role as 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.

As a Senior Global Software Support Manager delivering exceptional customer experiences and leading and building high-performing teams. Proficient in Adobe Commerce Cloud engineering, software automation, and fostering partnerships.

Currently managing as Head of Commerce Customer Engineering the EMEA team. Strong focus on customer success and software automation. Passionate about driving success and continuous improvement.

TECH SKILLS

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

PROFESSIONAL SKILLS

- Innovator, Strategist, Mentor, Coach

Ray Bogman

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

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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

CERTIFICATION

Oxford Artificial Intelligence Programme	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
UNIX I/II	2004

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UNIX TCP/IP

2004

EDUCATION & TRAINING

Hospitality Management School

1997

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/>

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
- Over the last 10 years 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://mage2cookbook.com/>)
- Founder/creator of Mage.coach (Performance Monitoring Tool for Magento)
- Aka “Magento Doctor” (Q&A at Meet Magento Events)
- Magento User Group Amsterdam – Organizer since 2010
- Co-organizer Webperfdays Amsterdam since 2013