

Juan Beck

Technology Leader

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Technology executive with 20+ years of experience leading software development, digital transformation, and operational excellence across eCommerce, web, and mobile platforms. Proven ability to bridge innovation with execution, delivering scalable, high-impact solutions that drive revenue growth and efficiency.

Deep expertise in eCommerce, including building and scaling proprietary platforms and leveraging Shopify Plus to automate and optimize commerce operations. Strategic leader in both startups and enterprise environments, with a track record of integrating business-critical systems (Shopify, NetSuite, ERP) and leading cross-functional teams to transform digital commerce strategies into measurable outcomes.



Skills

- ◆ eCommerce platforms, Shopify Plus, automation, and integrations
- ◆ Technology strategy & leadership
- ◆ Web & mobile application development
- ◆ Scrum and agile methodologies
- ◆ Building & developing high-performing teams
- ◆ Product development & user experience
- ◆ Business process optimization & ERP
- ◆ Cloud architecture & infrastructure
- ◆ DevOps, CI/CD, & automation
- ◆ Prompt engineering & AI utilization
- ◆ IoT & connected devices
- ◆ Data analytics & SQL



Experience

Oct 2022 - **VP, Technology**

Current

Plunge, Roseville, CA

- Built and scaled a high-performing technology organization from the ground up, overseeing web and mobile development, system operations, and IT support. Led a company-wide digital transformation, aligning technology initiatives with business objectives to drive efficiency, scalability, and revenue growth.
- Led the development and launch of Plunge's mobile app (iOS & Android), establishing the industry's first "smart" cold plunge and sauna experience. Spearheaded the development of a RESTful architecture on AWS, an IoT firmware stack, CI/CD orchestration, and tooling to enhance product offerings.
- Led the development of Plunge Connect, the first B2B SaaS platform for remote monitoring and management of commercial cold plunges.
- Optimized and scaled Plunge's eCommerce operations within the Shopify Plus ecosystem, leveraging its capabilities while integrating platforms to automate processes and enhance efficiency.
- Led multiple enterprise system integrations, including Shopify Plus, NetSuite, and other business-critical platforms, to automate order processing, enhance operational workflows, and ensure financial accuracy in compliance with GAAP standards. Spearheaded seamless data synchronization across finance, sales, CX, and logistics to optimize efficiency and scalability.
- Built and scaled IT infrastructure for a high-growth startup, supporting expansion from 20 to 200+ employees, multiple facility expansions, and a full corporate relocation. Ensured enterprise security, system consolidation, and cost management.
- Led high-impact negotiations, securing vendor contracts that optimized costs and improved operational capabilities. Managed all technology expenditures and vendor relationships.
- Hired and mentored a high-performance team of technologists, fostering career growth and collaboration.

Oct 2020 - **Chief Technology Officer**

Oct 2022

Belami ECommerce, Sacramento, CA

- Led all development and execution of a strategic technology roadmap, ensuring alignment between product innovation and business objectives.
- Led all development of a scalable, proprietary multi-tenant eCommerce platform, powering 80+ digital storefronts and managing over 2 million SKUs for 500+ brands.
- Oversaw cross-functional teams in software engineering, IT, product management, and merchandising, fostering a high-performance culture

focused on innovation and accountability.

- Evaluated and integrated emerging technologies to maintain a competitive advantage, enhancing system performance through automation and cloud adoption.
- Cultivated strong vendor relationships, negotiating favorable contracts and optimizing IT investments to reduce the total cost of ownership.
- Played a key role in positioning the company for an acquisition that successfully closed in 2023.

◆ Jan 2014 -
Oct 2020

Head of Product & Software Engineering

Belami ECommerce, Sacramento

- Led the development of a multi-tenant eCommerce platform, driving three generations of website redesigns and hundreds of features. Focused on data-driven, scalable solutions to accelerate revenue growth, expand market reach, and enhance customer engagement.
- Managed software engineering, IT, product management, and merchandising teams to drive innovation and business growth.
- Established and optimized a robust software development lifecycle with continuous delivery, agile methodologies, and a shift-left culture to accelerate innovation.
- Led multiple data center migrations, including a full transition to Azure Cloud, optimizing performance, scalability, and cost efficiency.
- Developed and executed strategic product roadmaps, driving increased conversions and customer engagement.
- Directed complex technology projects, ensuring timely delivery within budget while maintaining high standards of quality and performance.
- Played a pivotal role in three acquisitions, leading the seamless integration of legacy systems and business processes to ensure minimal disruption.
- Improved operational efficiency and customer experience by leveraging analytics, UX design, and A/B testing to drive conversion optimization.
- Facilitated cross-functional collaboration between engineering, marketing, and sales to align product initiatives with business goals.
- Ensured all product releases met technical, UX, and performance standards through rigorous quality control.

◆ Jan 2011 -
Jan 2014

Product Manager

Belami ECommerce, Sacramento, CA

- Led the end-to-end design and development of dozens of high-impact features for a multi-tenant eCommerce platform powering 80+ websites.
- Defined and prioritized product features, aligning business objectives with customer needs to drive growth and retention.
- Managed cross-functional collaboration across engineering, design, and marketing to deliver scalable, customer-centric solutions.
- Leveraged data analytics, A/B testing, and user feedback to refine features, enhance UX, and optimize conversion rates.

- Served as the primary bridge between stakeholders and development teams, translating complex business requirements into actionable, technical solutions.

◆
Dec 2007 -
Jan 2011

Merchandising and Product Information Manager

Belami ECommerce, Sacramento

- Led the promotion and visual merchandising strategy for Belami e-commerce stores, driving engagement and profitable sales growth through data-driven planning, scheduling, and execution of on-site promotions.
- Collaborated with marketing, sales, and vendor relations teams to develop and implement high-impact promotional programs aligned with business goals.
- Built and managed the e-commerce content and product information department, hiring and leading graphic designers, web developers, and data specialists to enhance site merchandising and product accuracy.
- Oversaw product data integrity and optimization, ensuring accurate, SEO-friendly product information, categorization, and attributes across all digital storefronts.
- Developed and streamlined internal processes for managing promotions, product listings, and content updates, improving operational efficiency and site performance.
- Leveraged analytics, UX insights, and design strategies to enhance conversion rates, optimize the customer journey, and maximize revenue.

◆
Mar 2006 -
Dec 2007

Manufacturer's Representative

Bretzing & Associates, Sacramento, CA

- Represented leading decorative lighting manufacturers, expanding product distribution throughout Northern California.
- Provided unconventional value to accounts by building out their websites and offering IT services in exchange for showroom real estate, resulting in increased sales and a competitive edge.
- Developed and executed sales plans, promotions, and product launches for over 80 accounts, driving revenue and brand expansion.
- Consistently met personal sales quotas, even during a challenging financial downturn, demonstrating resilience and strategic sales acumen.
- Collaborated with the sales teams to achieve targets, leveraging market insights and relationship-building strategies.
- Resolved order issues efficiently, improving customer satisfaction and retention.
- Maintained detailed sales tracking reports to identify operational improvements and implement corrective actions.
- Trained showroom sales staff on new products, promotions, and sales-driving initiatives to enhance performance and market penetration.



Key Accomplishments

- Led the successful development of a proprietary, multi-tenant e-commerce platform, helping scale revenue from \$10M to \$100M, similar to Shopify in functionality and flexibility.
- Spearheaded the end-to-end design, development, and launch of the native Plunge Mobile App (iOS, Android), a leading health and wellness experience.
- Led the design, development, and launch of the Plunge IoT stack (AWS IoT Core, Platform.io, ESP32, Tuya), enabling seamless connectivity for smart cold plunges and saunas.
- Built and deployed Plunge Connect, a B2B web application empowering businesses to efficiently manage their cold plunge and sauna assets.
- Successfully led two full-scale ERP implementations (Netsuite, JD Edwards) optimizing business operations and system integrations.
- Recruited, built, and led multiple high-performing teams of software engineers, product managers, IT professionals, and data analysts, mentoring talent that has gone on to have impactful careers both within and beyond my leadership.
- Successfully negotiated and managed million-dollar technology budgets, consistently delivering projects under budget while maximizing impact through strategic investments and cost optimizations.
- Played a critical technical role in the acquisition and integration of three eCommerce companies, ensuring seamless platform mergers with lasting success.
- Led three corporate relocations from an IT infrastructure perspective, ensuring seamless transitions with minimal business downtime and zero critical system failures.



Technologies

Technology Leadership: Digital Strategy, Agile Methodologies, Product Development, Team Building

Software Development: ASP.NET, MVC, C#, JS, Node.js, HTML/CSS

Cloud & Infrastructure: AWS Lamda, S3, SQS, EC2, Azure VM, AQS

IoT & Embedded Systems: AWS IoT Core, ESP32, Tuya

DevOps & CI/CD: Bitbucket, GitHub, Team City, JIRA, Confluence, Retool, Test Rail

ERP & eCommerce: Shopify+, NetSuite, Celigo, Zendesk, Salesforce, Microsoft Dynamics, JD Edwards, PIM

Data & Analytics: SQL Server, MySQL, SQL Mi, PowerBI, Panoply, Business Intelligence and Reporting



Education

Sep 2000 - Bachelor of Science: Criminal Justice

May 2004 *California State University, Sacramento - Sacramento, CA*
Phi Delta Theta Member

Sep 1995 - High School Diploma

May 1999 *St. Patrick's - St. Vincent High School - Vallejo, CA*



Volunteer work

- 10+ Years coaching youth baseball and basketball
- 5+ Years umpiring youth baseball
- Local Little League Board of Directors, Member



Languages

Spanish



Native or Bilingual



References

Todd Johnson

CEO, Reported to

Mihran Berejikian

CEO, Reported to

Mike Lack

CTO, Reported to

Jason Angle

VP, Colleague

Anthony Schreiber

VP, Colleague

Jason Marrone

Director, Direct Report

Andrew Searls

Full-stack Engineer and Architect, Direct Report