

# Juan Beck

## Technology Executive

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**Technology Executive with 20+ years of experience driving innovation, software development, and operational efficiency across e-commerce, web, and mobile platforms. Proven ability to lead both product innovation and IT operations, delivering scalable, high-impact technology solutions.**

Strong track record of building and leading high-performing development teams to deliver scalable, high-value products. Expertise in process optimization, ERP implementations, and IT infrastructure to align technology with business goals while enhancing backend efficiency.

Proven success in both startups and established enterprises, leveraging strategic vision and technical expertise to bridge innovation with execution, turning technology into a competitive advantage.



## Skills

- ◆ Technology Strategy & Leadership
- ◆ Software Development & Architecture
- ◆ Scrum and Agile Methodologies
- ◆ Ecommerce & ERP Systems
- ◆ Process Automation & Operational Efficiency
- ◆ Cross-Functional Collaboration & Executive Communication
- ◆ Product Development & UX Strategy
- ◆ Cloud & DevOps Optimization
- ◆ Project Management
- ◆ Data Analytics & SQL
- ◆ IoT & Connected Devices
- ◆ IT Infrastructure & Cybersecurity



## 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, 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, with 1,000+ reviews at a 4.8-star rating. This included leading the development of a RESTful architecture on AWS, AWS IoT Core, developing IoT firmware stack, orchestration, and tooling to help the engineering team build our products.
- Optimized and scaled Plunge's eCommerce operations within the Shopify Plus ecosystem, leveraging its capabilities while integrating platforms to automate processes and enhance efficiency.
- Developed and launched Plunge Connect, a B2B IoT platform unlocking new commercial market opportunities.
- Managed the transition of the eCommerce platform, integrating Shopify with NetSuite and streamlining order processing. This included the standardization of ERP workflows across finance, CX, sales, and operations, increasing efficiency and financial accuracy and keeping with GAAP financials.
- Led the buildout of all IT infrastructure for a high-growth startup, scaling from 20 to 200+ employees and managing multiple facility expansions, and a full corporate relocation. Ensuring adequate enterprise security, system consolidation, and cost management.
- Led high-impact negotiations, securing vendor contracts that optimized costs and improved operational capabilities. Also managed all technology costs and vendor relationships.
- Hired and mentored high-performance team of technologists, fostering career growth and collaboration.

### Oct 2020 - **Chief Technology Officer**

Oct 2022

*Belami ECommerce, Sacramento, CA*

- Spearheaded the development and evolution of a multi-tenant eCommerce platform, driving three generations of website redesigns and launching hundreds of impactful features across multiple storefronts.
- Led multiple data center migrations, including a full transition to Azure Cloud, optimizing performance, scalability, and cost efficiency.
- Built and led cross-functional teams in software engineering, IT, product management, and merchandising, fostering a high-performance culture that prioritized innovation and accountability.
- Developed and executed a strategic technology roadmap, aligning IT initiatives with business goals to drive revenue growth and customer

engagement.

- Directed complex technology projects, ensuring timely delivery within budget while maintaining high standards of quality and performance.
- Evaluated and integrated emerging technologies to maintain a competitive advantage, enhancing system performance through automation and cloud adoption.
- Played a pivotal role in three acquisitions, leading the seamless integration of legacy systems and business processes to ensure minimal disruption.
- Cultivated strong vendor relationships, negotiating favorable contracts and optimizing IT investments to reduce total cost of ownership.
- Established and optimized a robust software development lifecycle with continuous delivery, agile methodologies, and a shift-left culture to accelerate innovation.
- Improved operational efficiency and customer experience by leveraging analytics, UX design, and A/B testing to drive conversion optimization.

◆ Jan 2014 -  
Oct 2020

## **Head of Product & Software Engineering**

*Belami ECommerce, Sacramento*

- Led the development of a multi-tenant eCommerce platform, overseeing three generations of website redesigns and feature launches.
- Managed software engineering, IT, product management, and merchandising teams to drive innovation and business growth.
- Spearheaded company-wide adoption of Agile methodologies, DevOps, and cloud infrastructure.
- Played a pivotal role in three acquisitions, leading system integrations and operational transitions.
- Developed and executed strategic product roadmaps, leading to increased conversions and customer engagement.
- Introduced automation and A/B testing to optimize UX and drive data-backed product decisions.
- Managed cross-functional collaboration between engineering, marketing, and sales to align product initiatives with business goals.

◆ Jan 2011 -  
Jan 2014

## **Product Manager**

*Belami ECommerce, Sacramento, CA*

- Led end-to-end development of dozens of features for a large eCommerce platform hosting 80+ websites.
- Developed and prioritized product roadmaps, aligning business goals with customer needs to drive growth.
- Managed cross-functional collaboration across engineering, design, and marketing to deliver high-impact features.
- Leveraged analytics and user feedback to refine features and optimize customer experience.
- Established and optimized agile workflows, ensuring efficient sprint planning and on-time product delivery.

- Acted as the primary liaison between stakeholders and development teams, translating business needs into actionable tasks.
- Ensured all product releases met technical, UX, and performance standards through rigorous quality control.

## **Dec 2007 - Merchandising and Product Information Manager**

**Jan 2011**

*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 - Manufacturer's Representative**

**Dec 2007**

*Bretzing & Associates, Sacramento, CA*

- Represented leading decorative lighting manufacturers, expanding product distribution throughout Northern California.
- Provided unconventional value to my accounts by building out their website and providing IT services in exchange for real estate in their showrooms, which led to increase sales over my competition.
- Managed sales plan activities, promotions and product launches for over 80 accounts in Northern California resulting in expanded revenues and branding.
- Worked with sales team to collaboratively reach targets, consistently meeting or exceeding personal quotas.
- Resolved order issues efficiently and enhanced customer satisfaction ratings.
- Maintained sales tracking reports to support operational enhancements and implement corrective actions.
- Educated sales staff on new products, promotions, and other sales driving initiatives.



## **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:** Mobile & Web Applications, Full-Stack Architecture, API Development

**Cloud & Infrastructure:** AWS, Azure, Git, CI/CD

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

**ERP & eCommerce:** Shopify+, NetSuite, Celigo, Zendesk, Salesforce, Microsoft Dynamics, JDEdwards

**Data & Analytics:** SQL, Business Intelligence and Reporting



## Education

Sep 2000 - **Bachelor of Science: Criminal Justice**

May 2004 *California State University, Sacramento - Sacramento, CA*

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**  
Business Executive

**Mihran Berejikian**  
Entrepreneur

**Mike Lack**  
Technical Founder

**Jason Angle**  
Business Executive

**Anthony Schreiber**  
Sales Executive

**Jason Marrone**  
Director, Direct Report