

# Jason Ratzlaff

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## Professional Summary:

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*I'm a seasoned professional with 30 years of experience in pioneering technology solutions that have driven millions of dollars in revenue for clients. I am a recognized leader in integrating and implementing technical e-commerce solutions primarily using Magento that includes SAP, ERP, CRM, and hundreds of other custom extensions to meet my client's custom needs. I am a cyber security-savvy, technology-savvy, business-minded Engineer with exceptional interpersonal skills.*

## Career Accomplishments:

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- Created custom Magento e-commerce solutions with supporting CRM, SAP, POS, and ERP system integrations for over 24 clients, representing over \$65 million in revenues
- Created custom Middleware for Warehouse and accounting integrations that moves order info from and to Magento and Magento2 through Fishbowl, ShipStation, and QuickBooks.
- Built Enterprise Magento and Magento 2 websites for the likes of [usa.yamaha.com](http://usa.yamaha.com), [www.rubies.com](http://www.rubies.com), [www.simplehuman.com](http://www.simplehuman.com), [www.evolutionofsmooth.com](http://www.evolutionofsmooth.com), [store.coffeebean.com](http://store.coffeebean.com), and many more.
- Led international teams of development professionals from over 15 distinct cultures on over 50 major projects.
- Created custom Magento Extension products line that has driven over \$1 million in sales
- Built a custom collection account system that sits between banks and debt collectors to create settlement offers and automate the process of collection and payments.

## Technical Skills:

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### Programming

- BASIC
- PHP
- Magento "Certified Magento Plus"
- Magento 2 trained and experienced
- CI/CD
- Laravel
- Lumen
- Android
- IOS
- Drupal
- WordPress
- PHPSMARTCACHE
- C#
- MySQL
- HTML, CSS, JavaScript
- Java

### Software

- PHP Storm
- Linux, Cent OS, Ubuntu
- Git, SVN, Beanstalk
- LAMP/Cpanel/WHM
- Docker
- Vagrant
- Slack
- Jenkins
- Jira
- Sql YOG
- SQL Administrator
- SEO "Search engine optimization" Coding
- Eclipse IDE
- Xamarin
- And much more..

## SEO/Internet Marketing

- Affiliate Networking: On-staff management for some of the major affiliate networks including, Commission Junction, and Clickbank.
- Active SEO “Target Testing of New Search Technology updates”.
- Trained and managed cross-culturally with teams in India, Russia, Mexico, Iceland, Spain, China, and Dubai.
- Experience in Black-hat protection and countermeasures.

## Desktop

- Windows 10, Windows 8, Win7/ XP/Vista, Win 2003 Server, Server 2008, Ubuntu
- MS Office, Word, Excel, PowerPoint, Access, Groove, Photoshop, Illustrator,
- Firewalls and VPN
- Ethernet (Gigabit/Fast Ethernet)
- WSL – Windows Sub System Linux

## Other

- Pre-wire Networks
- Punch Blocks, Ton Tracers, Repeaters, CSU/DSU’s, Professional Modular Plug Crimper
- Implemented SNMP on devices to allow for network management
- Large Scale wireless installation and Tower Construction

## Technical Training

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- PHP “Certified Magento Plus”  
<http://www.magentoocommerce.com/certification/directory/dev/916521/>
- Completed Magento2 training
- Computer Programming “Basic”
- Online Harvard Class - CS 50
- Computer Science 1: Programming - CSCI 1300-100
- Computer Science 2: Data Structures - CSCI 2270-010
- MCSE: Microsoft Certified Solutions Expert
- Java
- Landmark Educations: Introduction Forum
- Landmark Education: Advanced Communication Course
- Landmark Education: Self-Expression Leadership Course
- Engineering 27& 28/ Autocad 2D/3D
- Engineering Certified in Solidworks Advanced Parts & Assemblies
- Class “A” driver’s license
- CDF Equipment Maintenance
- EMT-D
- CDF Hazardous Materials – Operations
- Fire Service Management
- Incident Command System Training
- Heavy Equipment Operator / Certified Welder
- An extensive list of over 50 additional certifications is available upon request.

## **Employment History:**

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### ***2020-2023 - Executive VP of Engineering – Phillips & Cohen - phillips-cohen.com***

Responsibility: I built a team to launch 5 software products from scratch. I architected the technology stack as well as set up all aspects of the development pipeline. I worked directly with the existing clients to fix this workflow into their processes as well as maintained international compliance and Pen testing, I was also responsible for working with patent attorneys to protect the intellectual property of these projects.

#### Accomplishments:

- Implemented Git, CI, Jira, Slack, and a cohesive workflow with 20 developers for the full development cycle, from Task, Development, QA, and deployment.
- Hired domestic developers as well as international agencies for support
- In just 2 short years was able to get 3 of the five products to market and contracts with Major Banks such as Westpac, Merrick, Best Egg, and E.ON Next
- Built software that was compliant in Canada, the United States, the United Kingdom, and Australia.

### ***2017-2023 - Magento Lead - The House of Staunton - Houseofstaunton.com***

Responsibility: For maintaining Magento as well as building and implementing a middleware solution that would move orders, tracking, and inventory to and from the warehouse systems such as Fishbowl and ShipStation I was also responsible for the Magento 2 upgrade.

#### Accomplishments:

- Implemented a Git strategy for the full development cycle with multiple resources
- Built many custom extensions for both Magento 1 and 2 that follow best practices and improved the reliability and performance of the site.
- Built a Middleware system that communicated all inventory, shipping, and tracking information to and from the warehouse.
- Implemented Continuous Integration using GitHub actions to auto-deploy approved code changes.
- I was on a continuous retainer to support the Custom Middleware I had built in 2017 until they got on to NetSuite

***2017- 2018 - Magento Lead Developer - Hathway Inc.  
“wearehathway.com NOW www.bounteous.com”***

Responsibility: Fix a Magento 2 implementation that was put together by very unqualified developers. Get the site into a stable working state to regain client confidence.

Accomplishments:

- Implemented a Git strategy for the full development cycle with multiple resources
- Rebuilt many custom extensions to follow Magento 2 best practices and improved the reliability and performance of the site.
- Built a 3<sup>rd</sup> party gift card system using Stored Value Solutions API that worked across all channels from Web, and Mobile to Point of Sale.
- Built a subscription system to allow customers to subscribe to the products of their choice.

***2016-2017 - Magento Lead Developer - Guidance***

Responsibility: Worked on multiple projects as a lead developer.

Accomplishments:

- Finished Magento 2 Training
- Successfully mastered Magento 2 backend development.
- Build about a dozen Magento 2 extensions
- Was responsible for leading 5 Magento2 and Magento2 B2B projects

***2011-2016 - Developer to Chief Technical Officer - Strattas***

Responsibility: Oversee software development as Lead Developer and CTO, from scope to launch

Accomplishments:

- Launched a series of Magento Extensions and lead generation systems for various industries to create a re-sellable product
- Managed international teams of 15+ individuals
- Supervised the creation of over \$3 million in revenue
- Became certified as a Magento Plus Developer

***2009-2011 - Vice President of Marketing / Consultant - Majon International***

Responsibility: Recruited to lead a team of programmers, designers, and SEO professionals to execute and build an AdSense-based business model.

Accomplishments:

- Built and maintained an E-commerce Platform to Sell the SEO services offered by Majon
- Built a new business model and framework deployed to use Google AdSense organic
- Generated over \$20k per month in the first 3 months

- The product continues to drive reoccurring monthly revenue today

### ***2008-2009 - Chief Financial Officer - Deweye***

Responsibility: Recruited by CEO to streamline business and financial processes

Accomplishments:

- Led company restructuring that brought all accounts current, alleviated delinquencies, and provided a futuristic accounting model

### ***2005-2008 - Founder/ Owner - Flatrox***

Responsibility: Create technologies to create a strong website presence for Ultimate PC (previously founded company) to expand from brick-and-mortar-only sales to digital commerce

Accomplishments:

- Built the Magento sites to host 30,000 Sku's
- Generated \$100k in sales per month within 2 months
- Outranked Best Buy on Google for competitive keywords

## **References:**

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