

JAMES VANPETTEN

Technology Manager | Team Leader | Digital Strategist | Hands-On Full-Stack Expert

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PROFESSIONAL SUMMARY

Accomplished technology manager with 25+ years leading high-performance development teams and delivering enterprise-grade web and eCommerce solutions. Proven ability to align technology strategy with business objectives, optimize processes, and ensure projects are delivered on time and within budget.

Brings a rare combination of hands-on full-stack development expertise and deep business acumen, enabling strategic decision-making grounded in technical realities. Experienced in Agile project management, enterprise integrations (ERP, CRM, APIs), and cross-functional collaboration across product, design, marketing, and operations.

Known for exceptional team leadership, mentorship, and an uncanny ability to influence stakeholders and drive results. Skilled at translating complex business needs into actionable plans, balancing technical and business priorities, and fostering both innovation and operational excellence.

Core Leadership Competencies

- **Team Leadership & Mentorship** – Build, coach, and inspire high-performing development teams. Hands-on manager and full-stack developer with mastery of modern languages.
- **Hands-On Technical Leadership** – Rare combination of executive-level management and active coding expertise; able to dive into architecture, code review, and implementation while leading teams.
- **Agile Project Management** – 10+ years leading JIRA-driven delivery for SMB to enterprise-grade solutions.
- **Technology Strategy & Roadmapping** – Align IT, engineering, and digital initiatives with business growth objectives.
- **Business Acumen & Strategic Thinking** – Deep understanding of business administration, operations, and corporate strategy; translates technical initiatives into measurable business value.
- **Stakeholder & Client Management / Sales Savvy** – Skilled at managing expectations, selling solutions, and translating complex needs into actionable results.
- **Process Optimization** – Drive best practices for SDLC, QA, CI/CD, and DevOps workflows.
- **Cross-Functional Collaboration** – Partner with product, design, marketing, and operations to deliver strategic outcomes.

- **Budget & Resource Management** – Manage project costs, vendor relationships, and delivery schedules with precision.

Selected Achievements

- Scaled global eCommerce platforms for Fortune 500 retailers, overseeing teams of developers, designers, and QA engineers.
- Directed full lifecycle implementation of multi-channel commerce integrations (ERP, CRM, AWS cloud, and custom APIs).
- Reduced project delivery time by 30% by introducing Agile frameworks, CI/CD pipelines, and automated QA testing.
- Built and mentored distributed teams (onshore/offshore), improving retention and elevating skill levels.
- Delivered enterprise integrations (NetSuite, Salesforce, Celigo) resulting in operational efficiencies.
- Managed enterprise project budgets while consistently delivering ahead of schedule.

Technical Expertise (Managerial Oversight)

While focused on leadership, I maintain deep technical fluency across web development, cloud platforms, integrations, and analytics—allowing me to bridge the gap between management, business needs and technical execution.

- **Technologies:** .NET, JAVA, PHP, *SQL, Oracle
- **Business Systems:** NetSuite, Salesforce, MS, Infor
- **Ecommerce:** WordPress, WooCommerce, Shopify, BigCommerce, Drupal, Craft
- **Integrations:** SPS, Celigo, Amazon Seller Central
- **Cloud & DevOps:** AWS, API/Web Services, CI/CD, Mobile Device Management
- **Data & Analytics:** SQL, MySQL, Oracle, Google Analytics, Tag Manager, SEO/SEM
- **Front-End/UX:** React, Node, Tailwind, Figma, Adobe XD
- **Agile Tools:** JIRA, Confluence, GitHub, Bitbucket

SKILLS

- | | |
|---|---|
| • Web Dev Front-End (WordPress): >10yrs. | • AWS: >4 yrs. |
| • Web Dev Back end (PHP): >10yrs | • Oracle, *SQL, MySQL: >10 yrs. |
| • WooCommerce BigCommerce, Shopify >10 yrs. | • JavaScript (ES16) >10yrs, jQuery >10yrs, React 4yrs, Node 2yrs, Typescript 2yrs. AppsScript 4yrs. |
| • NetSuite, Salesforce: >10yrs | • HTML5, CSS3, Responsive, Bootstrap >10yrs |
| • PHP Full Stack: >10 yrs. | • Tailwind >4yrs. |
| • NET Full Stack: >10 yrs. | |
| • JAVA Full Stack: >4 yrs. | |

- Celigo 5yrs
- Amazon Seller Central, FBA, FBM: 4ys
- API, Web Services, Swagger, AJAX, XML, Soap >10yrs.
- Drupal, Craft >10 yrs.
- Agile Development (JIRA): >10yrs
- Mobile Device Management (Google, Scalefusion) 2yrs.
- Search Engine Marketing / Optimization ▪ Google tag manager, Datalayer
- Google Extensions
- Google Analytics API, Salesforce API, Facebook API, Zendesk API, all serve and consume. ▪ Telematics, Canbus, obDii, ELD
- GEO Location, Google Maps
- Tabulator, Dropzone
- G-Suite 4 yrs.
- AI 2yrs.
- Photoshop, Illustrator, Adobe Anything, Adobe XD, Figma

Work Experience

Malta Dynamics | Senior Technology Director and Ecommerce

06/2024 – current

Sole technology lead for a \$20M/year manufacturing division of a billion-dollar construction company, overseeing web, ecommerce, and IT systems

- Responsible for all business systems, ERP, CRM, and APIs, ensuring seamless integration and secure operations (NetSuite, Salesforce, Celigo, WordPress, WooCommerce)
- Directed WPEngine server management, website security, and global EDI implementation.
- Led redesign of all key website pages and implemented a new template, migrating 600+ pages.
- Doubled ecommerce sales (profit) within 18 months through strategic site improvements and integrations.
- Built real-time connections between NetSuite ERP and Salesforce CRM via API, Celigo, and EDI.
- Directed EDI implementations (Celigo B2B, SPS, Rithum/DSCO) with major partners including Bass Pro, Zoro, Scheels, and Northern Tool.

MTI Transportation IT Director / Senior Developer

04/2021 – 02/2024

MTI Transportation: Medium-sized trucking conglomerate headquartered in Winfield, IL, with subsidiaries including Total Trucking Solutions (TTS).

- Engaged to spearhead the development of new features for the TTS mobile application and lead the overhaul of technologies for two subsidiary companies, Spartan Freight Logistics, and VRH Tracking Technologies.
- Identified inefficiencies with third-party hardware and software systems not optimized for over-the-road trucking.
- Assembled a proficient team of coders from Hanoi and developed a million dollar FMCSA Electronic Logging Device for <\$100,000.
- Leveraged the SDK from the hardware manufacturer to engineer a new mobile application featuring nationwide vehicle tracking, routing, route optimization, predictive late delivery intelligence, compliance, truck/cargo monitoring, enterprise stats, and analytics (React, Node, Android Studio).
- Designed a web-based control panel (PHP, JavaScript, jQuery) and a comprehensive truck management

system (PHP, WordPress / WooCommerce JavaScript, jQuery).

- Positioned the app suite for potential marketing to the entire over-the-road trucking industry. ▪ Innovated an order entry tool integrated into the browser, streamlining processes, and eliminating double entry into multiple systems (Google Extensions/JavaScript)
- Designed and maintained 4 corporate websites.

Technologies Used: WordPress, PHP, WooCommerce, AWS, React Native, PostgreSQL, Swagger API, PHP control panel (jQuery, JavaScript, Node), Android Studio, VSCode, Telematics, Canbus, OBDii, Google Maps/Direction Services, Wialon, ELD compliance/FMCSA, Tailwind CSS, Tabulator, and Dropzone.

PromarkBRANDS | Senior Manager / Developer / Web and Ecommerce

01/2018 – 04/2021

PromarkBRANDS is the parent company of several high-end, international brands in the commercial photographic lighting and accessories industry.

- Spearheaded a comprehensive revitalization initiative as part of a solo project at PromarkBRANDS, the parent company overseeing a portfolio of prestigious international brands within the commercial photographic lighting and accessories sector.
- Led the redevelopment and redesign efforts for multiple websites, including the corporate website and subsidiary brands, each with a legacy spanning 5 to 15 yrs. (WordPress, WooCommerce, PHP, MySQL)
- Oversaw the seamless integration of full WooCommerce online stores, encompassing approximately 10,000 products, with existing ERP systems (Infor Visual). Successfully integrated Sales, Inventory, Order Entry, Customer Service, and accounting modules.
- Implemented strategic enhancements in e-marketing and online sales, contributing to the overall growth and prominence of the brands.
- Demonstrated technical proficiency in WordPress / WooCommerce, PHP, MySQL, MSSQL, and Windows IIS throughout the project's lifecycle.

Websites: PromarBRANDS.com, Dotlinecorp.com, Mola-light.com, Nady.com, OmegaBRANDESS.com, Photoflex.com, Photogenic.com, Radiopopper.com, Smith-Victor.com, Speedotron.com, and QTM.com

Technologies Used: WordPress, WooCommerce, PHP, MySQL

Weber-Stephen | Senior Developer

01/2016 – 01/2018

- Contributed to a range of projects at Weber-Stephen, a billion-dollar multinational manufacturer specializing in backyard barbecue grills.
- Demonstrated versatility and adaptability by engaging with a multitude of technologies and platforms, showcasing a comprehensive skill set in web development and API integration.
- Developed and maintained various applications, including .NET and MVC (Razor), .NET (web forms), Mobile applications, WordPress, Custom Content Management System (CMS) applications, Integration of Google Datalayer Library, PHP development, JavaScript and jQuery scripting, Salesforce API updates, Laravel and Craft frameworks, Classic ASP projects, Implementation, and management of XML data sources, Zendesk API integration, Rackspace CDN file management system API utilization.

Insure.com, Geico Life Insurance | Senior Java Developer

01/2015 – 01/2016

- Played a key role in collaborating with Geico/Insure.com, contributing significantly to the development of refined and streamlined landing pages for Geico Life Insurance, a prominent and strategic partner.
- Utilized Java/JSP (J2EE), Sun Glassfish, WordPress, Oracle, and jQuery/JavaScript in a solo capacity to ensure the creation of clean and tightly optimized landing pages.
- Demonstrated proficiency in addressing the specific needs of Geico life insurance within the high-stakes

digital landscape, contributing to the enhancement of their online presence on Geico.com.

- Employed technical expertise and strategic thinking to deliver a seamless user experience while meeting the stringent requirements of a prominent industry partner.

Independent Contractor / Developer

01/2013 – 01/2015

Engaged as an Independent Contractor for various projects from 2013 to 2015, contributing expertise to a diverse clientele in web development and ecommerce.

Brentano Fabrics (ASP.NET WordPress)

- Conducted bi-annual solo site redesigns for the large multinational fabric manufacturer.
- Utilized .NET and WordPress technologies for www.brentanofabrics.com.
- Custom implementation of WordPress in .NET
- Executed the migration from Access DB to SQL (.NET 4.0).

MasterFinish (C# .NET)

- Spearheaded a comprehensive overhaul of operations applications for one of the world's largest electroplating companies serving the automotive industry.
- Employed .NET, C#, and entity SQL for the complete transformation of their existing operations application.

eSports Trade Association (WordPress, WooCommerce, PHP, MySQL)

- Contributed to the not-for-profit 501(c)(6) dedicated to the trades in the eSports sector.
- Regularly updated the association's website and played a key role in managing trade show attractions.
- Created impactful collateral for trade shows to enhance the association's presence.
- Website: www.esportsta.org (WordPress, WooCommerce, PHP, MySQL)
- Demonstrated adaptability, technical proficiency, and a proactive approach in delivering successful outcomes for each project.

Lanmark360 Consulting

01/2011 – 01/2013

Served as a key contributor at Lanmark360 Consulting from 2011 to 2013, playing a pivotal role in high-profile projects for major clients.

Sandoz/Novartis (Oracle UCM):

- Undertook sole responsibility for the maintenance and updates of billion-dollar multinational pharmaceutical websites.
- Managed and enhanced the following websites independently: Omnitrope.com, Glatopa.com, and MyOmnisource.com

Kerr Dental (Drupal):

- Collaborated with a small team to develop a new enterprise website for one of the largest dental equipment manufacturers globally.
- Utilized Drupal, PHP, and Magento E-commerce technologies for the project. Website: [Kerr Dental](http://KerrDental.com)

Brasseler Dental WordPress WP Engine, WooCommerce, PHP MySQL)

- Took the lead developer role in the creation of a comprehensive new website for another major multinational dental equipment manufacturer.
- Developed the website using WordPress and PHP. Website: [Brasseler USA Dental](http://BrasselerUSA.com)

Max Challenge (WordPress, WooCommerce, PHP, MySQL)

- Led the development of a new website and applications for Max Challenge, a health club chain, working independently.
- Successfully integrated Facebook API into the website for enhanced functionality.
- Utilized WordPress, PHP, and Salesforce CC Ecommerce to create a dynamic online presence at www.themaxchallenge.com website.
- Undertook a significant role in an extensive Salesforce implementation into their ERP, leveraging REST API and JavaScript-jQuery technologies.
- Spearheaded the development of a new website and applications for a health club chain, implementing Facebook API integration.
- Worked independently on the project using WordPress, PHP, and Salesforce CC Ecommerce.

eCorp Corporation | Executive Vice President of Strategic Development

01/2003 – 10/2010

Served as an executive manager, and business development strategist for Internet startup / incubator. Launched and flipped several internet companies including DSL.com, Handyman.com, Streaming.com, and LoanCenter.com. Co-negotiated the sale of DSL.com for \$4M and Streaming.com for \$5M

Mark-It Company | National Sales Representative

01/1988 – 10/2003

Education

Northern Illinois University, Columbia College

Coursework in Business, Pre-law and Commercial Music (1983–1988)

Personal

I am married and have 3 adult children. On the side I am a musician, sailor, skilled photographer / videographer. I like vintage wrist watches. I'm an expert chess player. I collect coins, and in my spare time I enjoy civil law



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