

Kelly D. Jones

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Executive Summary

Innovation-focused Commerce Architect and Engineering Executive with 20+ years designing, modernizing, and scaling global digital commerce ecosystems. Proven leader in transforming legacy and SI-dependent delivery models into high-performing, in-house innovation engines across multi-cloud enterprise environments including customer facing commerce, backend operations and revenue driving data teams.

Expert at defining future-state commerce architecture, building API-first integration strategies, and aligning platform evolution with revenue growth, customer experience optimization, and operational scalability. Trusted executive partner across digital transformation, M&A technology due diligence, and enterprise roadmap definition.

Combines strategic vision with deep hands-on technical capability — equally comfortable influencing C-level stakeholders or diving into architecture, middleware design, and code-level execution.

Professional Experience

E.L.F. BEAUTY – Oakland, CA

Director, Engineering | 2024 – Present

Associate Director, Engineering | 2021 – 2024

DevOps Manager | 2018 – 2021

Progressed from hands-on Commerce Cloud architect to Director-level technology leader responsible for global digital engineering strategy, platform innovation, and enterprise modernization across web and mobile ecosystems.

Enterprise Innovation & Architecture Leadership

- Architected and scaled global onshore, nearshore, and offshore engineering organizations across web (SFCC) and native mobile (iOS/Android) platforms, building high-performance in-house capability aligned to enterprise growth objectives.
- Designed and implemented a modern API-driven middleware platform that reduced vendor dependency, lowered operational costs, and established a scalable foundation for omnichannel commerce innovation.
- Defined and executed multi-year digital transformation roadmap spanning:
 - Salesforce Commerce Cloud
 - CRM ecosystems
 - OMS integrations
 - Loyalty platforms
 - Marketing technology
 - Payment infrastructure
- Led multiple eCommerce replatforming efforts and new brand launches, aligning technical architecture with revenue acceleration, engagement growth, and operational efficiency.
- Championed enterprise AI initiatives introducing agentic shopping concepts to enhance customer engagement, personalization, and conversion, aligning emerging AI capabilities with scalable commerce architecture and long-term digital roadmap strategy.

Commerce Cloud & Multi-Cloud Integration Strategy

- Served as architectural authority across Salesforce Commerce Cloud and adjacent enterprise platforms including Service Cloud, Marketing Cloud, OMS, and enterprise data warehouse.
- Drove modernization of SFCC architecture through reusable component design, TypeScript-based patterns, API abstraction, and scalable middleware integrations.
- Established governance and architectural standards enabling performance optimization, scalability, and cross-brand reuse.

Organizational Transformation & Delivery Model Innovation

- Transformed engineering structure from vertically siloed teams to horizontally aligned, cross-functional product engineering pods — improving velocity, collaboration, and resource optimization.
- Built internal Commerce Cloud capability, reducing reliance on systems integrators and accelerating innovation cycles.
- Implemented CI/CD practices and DevOps automation supporting global release cadence and improved production resilience.

Executive & Strategic Impact

- Acted as trusted advisor during merger and acquisition initiatives, leading:
 - Technology due diligence
 - Integration strategy
 - Platform consolidation planning
 - Post-acquisition architecture alignment
- Partnered with executive leadership to define enterprise technology vision, balancing innovation with governance, risk management, and scalability.
- Remained hands-on at the architectural level, mentoring engineers, reviewing complex integrations, and unblocking critical delivery initiatives.

PETSMART – Phoenix, AZ

Lead Salesforce Commerce Cloud Architect | 2016 – 2018

Key architectural contributor during PetSmart's Salesforce Commerce Cloud transformation, shifting the organization toward a self-sustaining internal engineering model. Shaped foundational platform patterns to support flexibility, performance, and cross-team scalability, introducing modern UI and component frameworks. Advanced the delivery model toward Continuous Delivery, strengthening release cadence and long-term platform adaptability.

- Architectural lead in enterprise SFCC replatform initiative, defining scalable cartridge strategy and reusable UI component models.
- Partnered with SI during platform transition, establishing internal standards to future-proof extensibility and performance.
- Introduced modern JavaScript patterns and React-based components to improve maintainability and cross-team scalability.
- Helped evolve organization toward Continuous Delivery and Agile maturity, increasing release velocity and platform stability.
- Built internal Commerce Cloud capability from inception to fully functional Scrum-based product teams.

Pier 1 Imports – Fort Worth, TX

Senior Demandware/SFCC Commerce Developer | 2014 - 2016

Architectural leader in Pier 1's digital reinvention initiative, elevating the commerce platform to support a fully connected customer journey across channels. Engineered scalable integration frameworks enabling real-time fulfillment visibility and enhanced customer convenience. Drove platform modernization efforts that strengthened personalization capabilities and supported a high-impact brand resurgence.

- Core architect in "1 Pier 1" omnichannel initiative unifying online and in-store customer experience.
- Designed real-time inventory and BOPIS integration enabling seamless cross-channel fulfillment.
- Implemented personalization architecture (Certona) and internalized backend integration patterns.
- Contributed to award-winning digital relaunch recognized by Internet Retailer.

Early Career – TCC Cooking / CHEFS Catalog / Walter Drake – Colorado Springs, CO
Lead Commerce Developer & Business Architect | 2013 - 2014
Sr. Commerce Developer | 2004 – 2013
Sr. Applications Developer | 2000 – 2004

TCC Cooking, CHEFS Catalog, and Walter Drake reflect a continuous architectural leadership progression within the same commerce organization as it transitioned through multiple acquisitions (Neiman Marcus and Target). Throughout these phases, I advanced from senior engineering roles to enterprise architecture leadership, guiding replatforming, integration, and modernization strategies to align evolving business structures with scalable digital commerce systems.

Architected and delivered multi-tier eCommerce platforms from blank canvas across retail and catalog organizations, utilizing C#/ASP.NET, Java, SQL Server, DB2, IBM MQ, Endeca search, and Commercialware OMS. Led a full replatform of the CHEFS Catalog commerce ecosystem post-acquisition, designing modular, scalable systems in under seven months that supported international expansion and Amazon marketplace integration—unlocking multimillion-dollar incremental revenue.

Spearheaded enterprise migrations including OS/390 mainframe to AS400 modernization (reducing operational costs by approximately \$1M annually), implemented early personalization and recommendation platforms (Baynote, BazaarVoice), and integrated enterprise analytics (Omniure, Coremetrics) and payment solutions (Cardinal Commerce). Introduced Web 2.0 interactivity, enterprise search, and API-driven backend integrations while maintaining PCI compliance and platform scalability.

These roles established deep expertise in enterprise system integration, platform modernization, and revenue-aligned commerce architecture that later scaled into global omnichannel transformation initiatives.

Education

Southern Illinois University, Carbondale, IL – Masters of Arts in Telecommunications
Southern Illinois University, Carbondale, IL – Bachelors of Arts in Radio-Television