Aurelio Benedí Matas

Ecommerce Solution Architect | Salesforce & Adobe Expert

Contact Information

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Professional Summary

Strategic and results-driven Technical Architect with over 15 years of expertise in the digital commerce industry. Extensive experience in designing, delivering, and optimizing complex Salesforce B2C Commerce and Adobe Commerce (Magento) solutions. Combines deep technical acumen with strong leadership and a vision for composable, headless architecture. Certified in AI, Data, Integration, Agile (PSM, PSPO), and TOGAF Enterprise Architecture.

Core Competencies

- Salesforce B2C Commerce Architecture (SFRA, Headless, OCAPI/SCAPI)

- Adobe Commerce (Magento) Development and Customization

- Integration Architectures (ERP, CRM, Middleware, Events)

- API-first & Composable Commerce Models

- Agile Methodologies (Scrum, SAFe) & Leadership

- Performance Optimization & Scalability Design

- AI Integration & Digital Personalization

Certifications

- Salesforce Certified AI Specialist

- Salesforce Certified B2C Commerce Architect

- Salesforce Certified B2C Solution Architect

- Salesforce Certified Integration Architect

- Salesforce Certified Data Architect

- Commerce Cloud Einstein Accredited Professional

- Headless | API First Accredited Professional

- Salesforce Certified B2C Commerce Developer

- Adobe Certified Expert - Magento Commerce Developer

- Adobe Certified Expert - Magento Business Practitioner

- Project Management - European Institute of Leadership and Management

- Enterprise Architecture TOGAF-9 Foundation Certified

- Professional Scrum Product Owner I

- Professional Scrum Master I

Professional Experience

SEIDOR - Commerce Lead Architect

Feb 2024 - Present

Leading enterprise-level eCommerce projects leveraging Salesforce B2C Commerce and Adobe Commerce. Defining scalable solutions, mentoring technical teams, and aligning architectural strategy with business goals.

Capgemini - Ecommerce Technical Architect

Nov 2020 - Feb 2024

Delivered composable commerce architectures for Fortune 500 clients. Managed solution design, stakeholder engagement, and technical governance.

Minsait - Ecommerce Technical Specialist

Dec 2019 - Nov 2020

Executed full-cycle Magento Commerce implementations, with emphasis on omnichannel integration.

Kiwoko - Ecommerce Tech Lead

Jan 2019 - Dec 2019

Directed platform evolution by integrating Salesforce and Magento ecosystems, delivering a seamless customer experience.

ECOMMBITS - CTO - Technical Manager

Aug 2015 - Dec 2018

Led the technical roadmap and development practices in Magento-based agency projects.

Various Companies - Analyst/Developer & Technical Lead

2000 - 2015

Contributed to software engineering and system integration initiatives in various companies including Doctortrade, Mercantis, Ilex, and Softmed.

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Education

Degree in Primary Education (Magisterio) - Universidad Autonoma de Madrid

MBA in Digital Business Management - Universidad Autonoma de Madrid (2014 - 2015)

Salesforce Commerce Solution Architect Path - Trailhead by Salesforce

Languages

Spanish - Native

English - Upper-Intermediate (B2)