

# Joe Peterson

DIRECTOR OF TECHNOLOGY & DEVELOPMENT

joe@joepeterson.work

(714) 403-0537

Riverside, CA

*Technologist and operator with over 20 years building and leading technology at the intersection of product, infrastructure, and strategy. Equally at home in the code and the boardroom — able to own the full technology function at a lean, fast-moving company where trust, ownership, and craft matter more than headcount and hierarchy.*

## EXPERIENCE

### Director of IT & Development Jan 2023 — Present

*POUND Rockout. Workout.* — Los Angeles, CA (Remote)

- Sole technology leader for an international fitness brand with **25,000+ certified instructors across 100+ countries** — owning platform, infrastructure, vendor relationships, and technical strategy end-to-end.
- Owned and operated the core revenue platform processing **\$2.5M+ in annual subscription revenue at peak**, serving **10,000+ active subscribers globally** — inherited as a fragile, offshore-built codebase and rebuilt into a reliable, production-grade system supporting B2B instructor certification and B2C e-commerce via WooCommerce, WC Subscriptions, WC Memberships, and integrations with Stripe, Authorize.net, PayPal, and Amazon Payments.
- Architected and deployed bespoke WordPress plugins, custom Elementor front-end components, Dockerized Node.js applets, and Python-powered BI reporting tooling — serving a global user base with **~4,200 active weekly users across 40+ countries**.
- Rationalized a complex multi-vendor cloud stack to **~\$3,200/month** across all services including video hosting — maintaining performance and reliability through a period of significant revenue contraction.
- Defined web development standards, coding practices, and deployment workflows; mentored and led development team members across all technical due diligence for major business decisions.
- Serve as a key voice in corporate directional decisions, translating technology capability and risk into clear business context for executive leadership.

### Senior IT & Development Manager May 2019 — Jan 2023

*POUND Rockout. Workout.* — Los Angeles, CA (Remote)

- Promoted from senior developer into full platform and team ownership; directed architecture, development, and QA for all consumer-facing and internal systems.
- Optimized database performance and designed scalable APIs supporting subscription and membership workflows at peak **10,000+ active subscribers**.
- Built and maintained technology infrastructure that supported the company through rapid international growth, team scaling, and subsequent leaning out — keeping systems stable across each phase.

### Full-Stack Web Developer Jun 2017 — Dec 2018

*Absolute Exhibits* — Tustin, CA

- Led a company-wide redesign and rebranding effort, delivering **five weeks ahead of schedule and 17% under budget**.
- Built a custom inventory management system designed for white-label scalability; implemented a Digital Asset Management system with custom API integration.
- Developed and managed WooCommerce e-commerce storefronts and all company web properties.

### Project Manager / Development Manager Jan 2016 — Jun 2017

*GemFind* – Irvine, CA

- Restructured the development lifecycle, increasing **average profit-per-project by 180%** and reducing average project duration **from 120 to 78 days (35%)**.
- Owned client communication, project scope, requirements, and delivery — bridging business needs and technical execution.

**Project Manager** Feb 2014 – Dec 2015

*Victory Sports & Entertainment* – Santa Monica, CA

- Led design and development of Draftster.com, an early daily fantasy sports platform in direct competition with DraftKings and FanDuel — the platform's technology was subsequently acquired for white-label licensing.
- Built and managed a customer service department from the ground up.

SKILLS & TECHNOLOGIES

---

LEADERSHIP & STRATEGY

Technology Strategy, IT Planning, Technical Due Diligence, Vendor Management, Budget Management, Team Leadership, Stakeholder Communication, Agile / Scrum

DEVELOPMENT

JavaScript, Node.js, React, Svelte, HTML, CSS, SQL / MySQL, PHP, Python

PLATFORM & INFRASTRUCTURE

WordPress Multisite, WooCommerce, Docker, Server / System Administration, SaaS Architecture, API Design & Integration, DevOps, Performance Monitoring

PAYMENTS & E-COMMERCE

Stripe, Authorize.net, PayPal, Amazon Payments, WC Subscriptions, WC Memberships

EDUCATION

---

**B.S., Computer Science**

*University of Phoenix*

Completed 2013

**A.S., Computer Science**

*Fullerton College*

Completed 2011