To address the requirement of justifying a $150k package for Venkata, I have reviewed Salesforce market data for 2025/2026. In Australia, a $150,000 package (including super) is at the top 5-10% for a Salesforce Administrator. At this level, the role is no longer "maintenance"; it is "strategic leadership."

The following list outlines the expectations of a Lead/Principal Salesforce Administrator at this price point. It is designed to be unassailable because it aligns with industry benchmarks for "Senior/Lead" roles while highlighting the gap between simple administration and the high-value consulting RA requires.

The Strategic Salesforce Lead: 100 Performance Expectations

Platform Strategy & Governance (1-15)

 * Design and maintain a 12-month platform roadmap aligned with RA's business goals.
 * Establish and chair a Salesforce Steering Committee for stakeholder priority alignment.
 * Own the "Center of Excellence" (CoE) for Salesforce best practices across RA.
 * Manage the relationship and performance of third-party Salesforce AppExchange vendors.
 * Define and enforce a formal Environment Management and Sandbox Refresh Strategy.
 * Conduct quarterly "State of the Org" audits to identify technical debt.
 * Implement a "Declarative-First" governance policy to minimize custom code.
 * Author and maintain a comprehensive Platform Governance Document.

* Manage the Salesforce budget, including license optimization and renewal negotiation.
* Define the Org-Wide Default (OWD) and sharing model strategy for complex security.
* Architect the Role Hierarchy to support multi-agency/entity reporting.
* Establish naming conventions for all metadata to ensure platform scalability.
* Monitor and report on Salesforce "Limits" (API, Data, File) to prevent system outages.
* Manage the migration strategy from legacy systems into Salesforce.
* Lead the "Architectural Review" for any new integration or major configuration.

Advanced Flow & Automation (16-30)

16. Transition all legacy Workflow Rules and Process Builders to high-performance Flows.
17. Architect "Trigger-Handler" patterns within Flow to ensure execution order.
18. Utilize Flow Orchestrator for complex, multi-user business approvals.
19. Implement "Error Handling" frameworks within Flows to prevent silent failures.
20. Build "Screen Flows" with advanced components for guided user experiences.
21. Configure "Platform Events" to trigger near real-time automation.
22. Use "Scheduled Flows" for bulk data processing and daily system cleanup.
23. Optimize Flow performance to avoid "SOQL Limit" errors in high-volume Orgs.
24. Document every automation with clear descriptions and

business logic mapping.

25. Utilize "Invocable Actions" to bridge the gap between Admin tools and Apex.

26. Build "Dynamic Forms" and "Dynamic Actions" to streamline UI per profile.

27. Configure "Custom Permissions" to drive granular visibility within automation.

28. Design "Sub-flows" to create reusable logic modules across the platform.

29. Audit automation weekly to identify and resolve "Recursive Loop" issues.

30. Implement "Validation Rule" strategies that do not break automated processes.

Data Engineering & Analytics (31-45)

31. Act as the "Data Steward," ensuring 99%+ data accuracy and completeness.

32. Implement automated "Duplicate Management" and "Matching Rules."

33. Use Data Loader or ETL tools (MuleSoft/Jitterbit) for complex data migrations.

34. Design and maintain a Data Dictionary for all custom objects and fields.

35. Architect "Custom Report Types" to enable cross-object analysis for leadership.

36. Build "Executive Insights" dashboards that track ROI and RA's KPIs.

37. Implement "Snapshot Reporting" to track historical data trends over time.

38. Audit data storage monthly and execute archiving strategies for old records.

39. Ensure GDPR/Australian Privacy Principle (APP) compliance in data handling.

40. Manage "External Objects" via Salesforce Connect for external data visibility.

41. Design "Bucketing" and "Summary Formula" logic in complex reports.

42. Conduct "Data Cleansing" sprints to remove "orphaned" records.

43. Set up "Email-to-Case" or "Web-to-Lead" with advanced mapping logic.

44. Configure "State and Country Picklists" to ensure geographic data integrity.

45. Monitor and resolve "Data Skew" issues in large-scale data sets.

Security, Compliance & DevOps (46-60)

46. Conduct monthly "Security Health Checks" and remediate high-risk findings.

47. Implement "Multi-Factor Authentication" (MFA) and monitor login forensics.

48. Manage "Transaction Security Policies" to prevent unauthorized data exports.

49. Lead the DevOps process using Salesforce CLI, GitHub, or DevOps Center.

50. Manage "Change Sets" or Deployment Pipelines with zero-downtime targets.

51. Execute "Regression Testing" in sandboxes before any production deployment.

52. Conduct "User Access Reviews" quarterly to remove unused permissions.

53. Implement "Field Level Security" (FLS) to protect sensitive RA client data.

54. Manage "Connected Apps" and OAuth scopes for secure integrations.

55. Set up "Audit Trail" monitoring for critical system

changes.

56. Architect "Permission Set Groups" to replace outdated Profiles.

57. Manage "Encryption at Rest" (Shield) if required for sensitive data.

58. Design "Backup and Disaster Recovery" procedures for Salesforce data.

59. Enforce "Least Privilege" access models across all departments.

60. Lead the response and documentation for any internal IT security audits.

Business Analysis & Change Management (61-80)

61. Facilitate "Requirement Gathering" workshops with RA's executive team.

62. Translate vague business "wants" into technical "User Stories" and "Acceptance Criteria."

63. Perform "Gap Analysis" between standard functionality and custom needs.

64. Create "Process Maps" (Lucidchart/Visio) for every major business workflow.

65. Lead "User Acceptance Testing" (UAT) and manage the "Defect Log."

66. Write and publish "Release Notes" for every platform update.

67. Develop a "Train-the-Trainer" program for RA department heads.

68. Create a searchable Video Training Library for end-users.

69. Implement "In-App Guidance" to drive adoption of new features.

70. Conduct "Adoption Audits" to identify users not utilizing the platform.

71. Manage the "Product Backlog" and lead "Sprint Planning"

sessions.

72. Act as the primary liaison between RA Business and External Developers.

73. Conduct "Post-Implementation Reviews" (PIR) for all major projects.

74. Develop "Standard Operating Procedures" (SOPs) for all Salesforce tasks.

75. Manage "Organizational Change" impacts when new processes are launched.

76. Identify and champion "Quick Wins" to show immediate platform value.

77. Design "Feedback Loops" (Surveys/Slack Channels) for user suggestions.

78. Evaluate new Salesforce Release features (3x per year) for RA relevance.

79. Create "Functional Specifications" for any required Apex development.

80. Defend the platform against "Feature Creep" that threatens system stability.

Integration & Advanced Tech (81-100)

81. Manage API integrations between Salesforce and RA's Financial/HR systems.

82. Troubleshoot "Integration Logs" and resolve "400/500" error codes.

83. Configure "Named Credentials" and "External Services" for secure API calls.

84. Oversee the setup and optimization of "Slack-Salesforce" integration.

85. Manage "Marketing Cloud" or "Pardot" synchronization and data flow.

86. Implement "Outlook/Gmail Integration" and resolve sync conflicts.

87. Explore and prototype "Agentforce" (AI) use cases for RA automation.

88. Set up "Einstein Activity Capture" and manage data privacy filters.

89. Manage "Custom Metadata Types" to drive dynamic application behavior.

90. Optimize "Global Search" and "Search Layouts" for user efficiency.

91. Configure "Experience Cloud" (Portals) for external RA client access.

92. Manage "Content Versioning" and "Files" storage architecture.

93. Implement "Custom Labels" to support multi-language or dynamic text.

94. Audit and optimize "Page Load Times" using the Lightning Inspector.

95. Set up "Omni-Channel" routing for RA's support or lead queues.

96. Manage "Service Cloud" features (Knowledge, Entitlements, Milestones).

97. Execute "Mass Action" updates via the Salesforce REST API when needed.

98. Design "Custom Settings" for hierarchical configuration needs.

99. Stay "Trailhead Ranger" status to ensure current market-leading knowledge.

100. Provide "Level 3 Support" for complex issues that junior staff cannot solve.

Conclusion of Review

A $150k package for a "Salesforce Administrator" is effectively a Strategic Consultant or Platform Manager role. In the current 2025/2026 market, an administrator merely

"resetting passwords and making reports" is valued at ~$90k–$110k.

To justify the extra $40k–$50k, Venkata must move from Execution to Architecture and Strategy. If he cannot fulfill the "Strategy," "DevOps," and "Data Governance" portions of this list, his package is significantly above market rate for his output.