

# BHARATH U

Senior Salesforce Success Engineer  
13x Salesforce Certified and 5 Star Ranger

## Professional Summary

Salesforce Certified Application Architect and Senior Technical Support Engineer (Signature) with 5+ years of deep technical experience across the Salesforce ecosystem. Proven track record of guiding enterprise customers through complex architectural challenges, specifically in Scalability, Data Strategy, and System Performance. Subject Matter Expert in Sales Cloud, Agentforce and CRM Analytics. Adept at bridging the gap between complex technical requirements and business value, mitigating risk, and driving long-term "Org Health" for mission-critical implementations.

## Experience

### Salesforce, Bangalore —Senior Salesforce Success Engineer

Jan 2022 – Present

**Critical Incident Management:** Lead Technical Responder for Severity 1 (Hot-zone) critical incidents; orchestrate cross-functional swarming with Engineering and Product Management to resolve high-impact outages and provide Root Cause Analysis (RCA).

**Strategic Advisory & AI:** Subject Matter Expert for **Agentforce**, advising early adopters on configuration, prompt design, and data grounding to ensure successful and scalable AI deployment.

**Performance Architecture:** Analyse and resolve complex performance bottlenecks (Apex CPU timeouts, Row Lock errors, Skewed Data) by recommending architectural refactoring and index tuning to prevent future recurrence.

**Scalability & Best Practices:** Guide enterprise architects on "Well-Architected" frameworks, specifically regarding Governor Limits management, Asynchronous processing (Queueable/Batch), and efficient Integration patterns.

**CRM Analytics Optimization:** Debug and optimize high-volume data recipes and dashboards, reducing data sync times and ensuring accurate forecasting for executive reporting.

**Product Feedback Loop:** Collaborate directly with R&D to identify platform bugs and advocate for feature enhancements based on customer use cases, contributing to the reduction of technical debt.

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[Trailblazer Profile](#)

## Skills

**Architectural Domains:** Org Strategy, Data Architecture, Sharing & Visibility, Large Data Volumes (LDV), Performance Optimization, Identity & Access Management (SSO).

**AI & Agentforce:** Agentforce Configuration, Prompt Builder, Einstein Copilot Studio, Model Grounding, Einstein Trust Layer, RAG (Retrieval Augmented Generation) concepts, Data Cloud for AI.

**Platform Development:** Apex (Async/Sync), Lightning Web Components (LWC), Aura, Visualforce, SOQL/SOSL optimization, Event-Driven Architecture (Platform Events).

**Cloud Specializations:** Sales Cloud, CRM Analytics (Tableau CRM)

**Additional Clouds Exposure:** Service Cloud, Experience Cloud.

**Tools & DevOps:** VS Code, SFDX CLI, Salesforce Inspector, Workbench, Splunk (Log Analysis), Data Loader, SOAP UI, Git.

## Certifications

- Salesforce Certified Application Architect

**Collaborative Swarming:** Active contributor and proactively helping colleagues resolve complex technical cases to achieve **faster customer resolution** and reduce Time to Resolution (TTR).

**Enablement & Mentorship:** Created internal Knowledge Articles and led team enablement sessions on Release Readiness to prepare the support organization for upcoming features.

## TATA CONSULTANCY SERVICES (TCS), Bangalore — Salesforce Developer

Oct 2019 – Dec 2021

**Custom Solution Design:** Engineered scalable back-end solutions using **Apex** (Triggers, Batch, Queueable) and Lightning Web Components (LWC) to automate complex business logic, ensuring strict adherence to Governor Limits.

**Enterprise Integration:** Designed and implemented robust integrations between Salesforce and external ERP/CPQ systems (SAP, VCC, Construct Connect) using REST/SOAP APIs, enabling real-time data synchronization.

**Identity & Security:** Configured enterprise-grade security models, including the implementation of Single Sign-On (SSO) with Azure AD and complex Sharing Rules to ensure data compliance.

**Data Architecture:** Led critical data migration initiatives (Cooper Sales Data), utilizing Bulk API for high-volume data loads while maintaining data integrity through validation logic and duplicate management strategies.

**DevOps & Quality:** Enforced code quality standards by writing efficient Unit Tests (achieving high code coverage) and managed deployments using Change Sets and Ant Migration tools.

Managed core configuration for Sales Cloud, including Profiles, Permission Sets, Approval Processes, and Flow automation.

Resolved L2/L3 incidents related to user access and data visibility, maintaining high SLA compliance

## Education

### Bachelor of Engineering in Electronics and Communication

Jain Institute of Technology,

Visvesvaraya Technological University | 2015 – 2019

- Salesforce Certified Data Architect
- Javascript Developer
- Salesforce Certified Sharing and Visibility Architect
- Salesforce Certified Agentforce Specialist (AI)
- Salesforce Certified Sales Cloud Consultant
- Salesforce Certified Platform Developer I
- Salesforce Certified Platform Developer II
- Salesforce Certified Platform App Builder
- Salesforce Certified Administrator
- Salesforce Certified Administrator & Advanced Administrator
- Salesforce Certified AI Associate

## Languages

English, Hindi, Kannada