



# MARIA HIGGINS

Director, Salesforce Architect

## PERSONAL DETAILS

### Contact

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## PROFESSIONAL SUMMARY

Proven leader with a strong record of guiding stakeholders and internal teams in the development and execution of successful system and process roadmaps using Salesforce. Experienced in project management for diverse clients, delivering tangible improvements in sales productivity and revenue generation. Spearheaded the design and implementation of effective business solutions, including Salesforce CPQ, resulting in streamlined sales processes and increased revenue. Leveraged Salesforce expertise to provide tailored solutions aligned with client objectives.

I cultivate a collaborative work environment to harness collective strengths and foster innovation. My approach centers on data-driven decision-making, utilizing analytics and insights to guide strategic choices and optimize Salesforce instances for peak performance and exceptional results.

## EMPLOYMENT HISTORY

### Salesforce Consultant, Insights in Motion , Laguna Niguel, CA

03/2022

- Orchestrated the expansion of businesses by configuring their Salesforce instance, catalyzing an increase in overall sales.
- Directed the discovery process, collaborating with leadership to comprehensively document business processes, leading to the design of customized Salesforce instances that streamlined operations and boosted team efficiency.
- Leveraged years of forecasting, pipeline analysis, and data management experience to identify gaps and risks, mitigating them through Salesforce-based best practices.
- Actively engaged in efforts to improve user adoption, enhancing the experience through automation and data cleaning initiatives.
- Developed and delivered training sessions for leadership and users, instilling Salesforce best practices and insights such as pipeline analysis and forecasting into their decision-making.

### Senior Manager, Salesforce Systems Architect, GumGum, Santa Monica

03/2022 - 05/2023

- Led the Salesforce development and administration function, overseeing user management, profiles, roles, custom objects, and data. Successfully integrated new business units into the Salesforce instance, increasing cross-functional collaboration by 30%.
- Architected business needs, aligning technology solutions with specific business requirements to achieve a 25% increase in overall efficiency.
- Expertly utilized Data Loader to import and manage data, thereby enhancing data accuracy.
- Strategically partnered with compliance teams, implementing enhanced security measures and SOX compliance, resulting in improved data protection and risk mitigation.
- Collaborated with cross-functional teams to address conflicting requirements, achieving a 20% reduction in project turnaround time.
- Advised teams on best practices related to Salesforce and Sales Operations, offering expert guidance on the sales process, account hierarchy, and approval processes.

### Sales Operations Manager, Desktop Health, Newport Beach

12/2021 - 03/2022

- Spearheaded revenue and sales operations, optimizing Salesforce to enhance user experience and data accuracy, leading to a 25% increase in sales data reliability.
- Developed comprehensive sales and manufacturing forecasts, reducing inventory costs by 30% through effective resource allocation and strategic planning.
- Managed the Salesforce Sales Cloud configuration, including data analysis and management, reports, dashboards, and automation, enhancing overall efficiency.
- Implemented automation through workflow rules and process builders, achieving a 30% reduction in manual tasks and improved productivity.

### **Senior Salesforce Administrator, MDLIVE, Miramar**

08/2020 - 12/2021

- Oversaw the entire Salesforce instance for MDLIVE, fostering seamless communication and collaboration across departments including hundreds of users.
- Collaboratively challenged requirement assumptions through stakeholder discussions, ensuring comprehensive and well-tested project specifications.
- Led end-to-end process definition, designing, building, and improving new business processes through Activity Tracking, Lead Management, Automation, and Data Management.
- Achieved a 25% increase in sales efficiency through streamlined processes and automation.
- Actively provided recommendations to management on implementation strategies and best practices, ensuring seamless process automation and a 30% reduction in manual errors.
- Led training sessions, resulting in a 40% increase in Salesforce adoption and efficiency.

### **Sales Operations Manager, United Imaging, Houston**

02/2019 - 06/2020

- Sole Salesforce Administrator, instrumental in elevating Sales Operations efficiency.
- Implemented process enhancements resulting in a substantial 20% surge in sales team productivity.
- Designed executive and user dashboards to provide crucial pipeline insights.
- Collaborated closely with VP of Sales Operations to oversee Sales team KPIs.
- Partnered with Finance Director to supervise revenue, commission, and forecasting within Salesforce.
- Employed data analysis to drive data-driven decisions for sales and marketing strategies.
- Spearheaded cross-functional teamwork to ensure Salesforce aligned seamlessly with customer acquisition and nurturing efforts.
- Resolved over 350 queries, significantly elevating user satisfaction by 25% through comprehensive company-wide support.
- Successfully achieved a 15% reduction in sales cycle time through the implementation of data-powered solutions.
- Orchestrated CPQ integration into Salesforce, resulting in a notable 30% reduction in quote-to-order time and provided user training for seamless adoption.
- Introduced Asana as a project management tool, greatly enhancing visibility and cross-team collaboration.
- Implemented automation solutions, effectively reducing manual tasks by 30% and subsequently enhancing overall productivity.
- Led comprehensive Salesforce training, driving a remarkable 25% increase in user adoption rates.
- Coordinated the seamless integration of sales incentive software with Salesforce, ensuring impeccable accuracy through detailed historical sales compensation analysis.
- Collaborated effectively across marketing, leadership, service, and finance teams, consistently contributing to the attainment of successful outcomes.

### **Salesforce Business Systems Analyst, Ossur Americas, Foothill Ranch**

09/2018 - 02/2019

- Continuously improved user experience within the sales, marketing, customer care, and IT functions.
- Coordinated and facilitated Salesforce training programs for the Americas.
- Demonstrated a collaborative team-player approach, adept at fostering consensus among our hundreds of internal users.
- Assisted in building a suite of comprehensive training modules for new-hires.
- Performed ad-hoc training regularly and on an as-needed basis and led business analysis efforts supporting Salesforce.

- Worked with the Sales and Marketing as well as the Digital marketing team to define, prepare and execute platforms and applications used in engaging with Business to Business and Business to Customers.
- Gathered business requirements via Jira and led the testing of the solution in collaboration with other team members.
- Acted as the escalation point when issues arise and took appropriate action to resolve given issues.
- Worked closely with managers to identify opportunities to improve performance of internal processes through the use of technology solutions. Worked with international stakeholders to ensure local changes are approved and aligned with global initiatives.
- Identified and led other ad-hoc projects within the area of systems integration and information systems.

## **Senior Salesforce Administrator, Blackstone Networks, Costa Mesa**

03/2018 - 08/2018

- Acted as the sole Salesforce Administrator, overseeing all aspects of Salesforce management, including user management, profiles, and security settings. Successfully managed a user base of 20 users.
- Designed and created custom objects, fields, record types, and page layouts to cater to the specific needs of different teams and processes.
- Created and updated a wide range of reports and dashboards, providing valuable insights for data-driven decision-making. Developed key reports and dashboards, contributing to a 30% increase in data visibility.
- Gathered comprehensive business requirements and designed efficient Salesforce solutions to meet specific needs. Translated business requirements into actionable configurations and enhancements.
- Managed company files, documents, and libraries within Salesforce, ensuring seamless access and organization of crucial resources.
- Performed data uploads and expertly troubleshooted managed packages, resolving complex issues and optimizing data management processes.
- Implemented validation rules, workflow rules, process builders, flows, and approval processes to automate and streamline various business processes.
- Proactively troubleshooted and resolved a wide range of Field Service Lightning (FSL) issues for field service personnel, ensuring minimal disruptions and maximizing productivity.
- Managed and optimized a Salesforce instance, leveraging key Service Cloud features such as Cases and FSL.
- Collaborated with field service personnel and IT teams to identify and address system challenges, ensuring smooth operations and timely issue resolution. Received positive feedback from end-users for providing prompt and effective support.
- Improved overall efficiency and customer satisfaction by implementing FSL enhancements and optimizing case management processes. Reduced average resolution time by 30% through automation and process improvements.

## **Senior Salesforce Business Analyst and Engagement Manager, Bridge the Gap Solutions, New York**

09/2017 - 02/2018

- Led the successful implementation of Salesforce CRM, acting as the Salesforce Administrator from the inception of the project.
- Acted as a key contributor for a Salesforce Partner, playing a pivotal role as a Salesforce Administrator, Senior Business Analyst, and Engagement Manager. Successfully implemented solutions for highly complex business processes for diverse clients in North and South America.
- Communicated directly with clients to customize their Salesforce organizations, expertly tailoring Salesforce solutions using both Classic and Lightning Interfaces. Skillfully gathered, documented, analyzed, and implemented system requirements, ensuring seamless alignment with client needs.
- Managed clients' Salesforce orgs as an administrator, executing a wide range of customizations, including the creation of custom objects, standard and custom fields, page layouts, record types, validation rules, formula fields, relationships, and automation solutions (process builder and workflow rules). Created tailored reports and dashboards to meet specific client requirements.
- Led testing efforts for standard and custom functionality, meticulously validating data integrity to enhance the overall end-user experience for clients.
- Provided comprehensive training to clients in both Spanish and English, ensuring seamless adoption of desired solutions. Delivered post-implementation support and provided weekly project status updates to the team, fostering effective communication and successful project execution.
- Engaged with clients to gather and meticulously document business requirements, ensuring the successful translation of requirements into effective Salesforce solutions.

## **Associate Demand Planning Manager, Illumina, San Diego**

12/2015 - 02/2017

- Oversaw a three-year high-volume unconstrained forecast of over \$240M per year, meticulously documenting detailed assumptions affecting the forecast, such as promotions, one-time orders, versioning, and end-of-life products. Achieved a 98% forecast accuracy rate, contributing to improved business planning.
- Performed Customer Relationship Management, collaborating with various teams to gather and incorporate assumptions into the forecast. Successfully facilitated meetings to address process issues and ensure accurate tracking and resolution of potential impacts on the forecast.
- Partnered with Sales teams to obtain account-level forecast details, leveraging Salesforce information and account intelligence for comprehensive analysis. Implemented the Rapid Response Statistical Forecast tool, reducing forecasting time by 50% and enhancing accuracy.
- Continuously improved the forecast process to drive company profitability, leading discussion meetings and investigating historical trends and variances. Effectively communicated risks to upper management on a monthly basis, driving data-driven decision-making.
- Managed a complex offline forecast via Excel, utilizing advanced data management and formula-driven skills to handle large volumes of data efficiently.

## **Project Analyst, Qualcomm, San Diego**

05/2015 - 12/2015

- Orchestrated seamless end-to-end planning for final test hardware, from concept to completion. This included meticulous collection of client requirements, task identification, team member assignments, and resolution of potential bottlenecks, leading to consistent on-schedule project delivery.
- Maintained vigilant project oversight, ensuring real-time alignment with milestones through proactive progress assessment and course correction.
- Presented comprehensive analysis, including customer needs, budget parameters, inventory status, and necessary actions, via impactful weekly meetings. This strategic communication fostered unified efforts and understanding.
- Skillfully moderated weekly meetings, delivering concise status updates and eliciting stakeholder input for timely decision-making and alignment.
- Managed a robust \$60M project budget for high-volume load board hardware, leveraging historical data and detailed part cost analysis. The generated forecast, informed by customer input and future projections, optimized resource allocation.
- Innovated by introducing an asset management tool, optimizing demand management through database utilization like Asset Manager.
- Extracted data-driven insights through Excel, QlikView, and Oracle ERP/MRP, generating informative reports and metrics that illuminated performance trajectories and identified growth opportunities.
- Designed dynamic charts and tables tracking product-specific and regional order influx, providing insight into order fulfillment timelines and discrepancies between projected and actual shipment dates. This empowered precise customer demand assessment, facilitating agile quarterly and monthly forecasts.
- Ensured Bill of Materials (BOM) accuracy, maintaining robust communication with engineering teams and clients as needed.
- Pioneered digital test hardware platform forecasting, delivering a remarkable \$10M annual reduction in shipping and redundancy costs. This achievement enhanced client trust in order fulfillment while concurrently improving profitability. Saved \$10M in yearly shipping and redundancy expenses, establishing unparalleled customer confidence and elevating cost-effectiveness.

## **Accountant, QCT Finance, Qualcomm, San Diego**

05/2015 - 12/2015

- Analytics and Accounting: Managed high-volume receivables ranging from \$500M to \$700M on a weekly basis of our North and South America customers. Performed client account reviews to determine the need for credit holds. Monitored client's accounts on a weekly basis to determine appropriate follow up and reduce the number of AR days. Performed comparison of contracts, purchase orders and invoices to ensure proper billing. Minimized delinquent AR balances to eliminate account write offs. Used knowledge of revenue recognition principles to determine accounting treatment. Generated credit and debit memos. Prepared manual invoices as required. Communicated on a daily basis via phone and email with clients in South America; reviewed and translated financial documents to determine credit worthiness.
- Prepared and presented in depth accounts receivable analysis and created PowerPoint slides for management meetings. Reviewed financial statements, historical data, contracts and forecasts; performed credit reviews to enable credit decisions and reduce risk. Generated reporting via Discoverer for financial data analysis.

## **Demand Analyst, Qualcomm, San Diego**

03/2006 - 02/2014

- Managed multimillion-dollar budgets and forecasts for diverse system platform programs over two years, ranging from \$12M to \$20M, achieving precision and financial excellence.

- Utilized Excel, Oracle ERP/MRP, and Rapid Response to elevate hardware forecasts across all Qualcomm sites by 15%, fostering more accurate projections.
- Provided in-depth financial analyses for quarterly reviews, meticulously aligning actual results with planned, forecasted, and budgeted expectations.
- Revolutionized business processes by identifying inefficiencies and vulnerabilities, collaborating with internal stakeholders to streamline operations. Successfully integrated Rapid Response with Oracle, bolstering decision-making efficiency.
- Produced intricate financial models and templates daily using Excel, incorporating Pivot Tables for dynamic insights. This analytical approach, coupled with historical data, contributed to a noteworthy 10% cost reduction in programs.
- Championed program budgeting and forecasting initiation, orchestrating harmonious cross-functional kick-off meetings. Ensured budget accuracy by closely monitoring pending actions, promoting weekly updates.
- Tailored bespoke reports and dashboards to fulfill the distinctive needs of engineering, program management, supply chain, manufacturing, finance, and sales teams.
- Led effective communication with Program Managers and stakeholders from various domains, including supply chain, manufacturing, sales operations, engineering, and configuration management, showcasing adept coordination skills.

## EDUCATION

**Bachelors, Business Management, Accounting, San Diego State University, San Diego**

## SKILLS

Advanced Salesforce Administrator

Strong expertise in data analysis and visualization

Advanced Analytical Thinking Skill

Sales Cloud, Lightning, Salesforce Data Loader, Salesforce CPQ, RingLead, Hubspot, Clari, Cognos TM1, MS Excel Advanced, MS PowerPoint, Oracle ERP/MRP, Oracle Business Suite (Oracle 11i and R12), Kinaxis Rapid Response, G Suite, SOQL Queries, JIRA, Performio, FinancialForce, Tableau, Salesforce DataLoader and Dataloader.io, Monday.com, LinkedIn Sales Navigator

Quote to Cash Process

Communication Skills

CRM Integration and Implementation

## LINKS

LinkedIn: <https://linktr.ee/lucero.higgins>

## CERTIFICATIONS

**Advanced Salesforce Administrator**

08/2020

License 21439464

**Salesforce App Builder**

08/2017

License 17495171

**Salesforce Administrator**

07/2017

License 17478235