**JUERGEN HOEHNE**702-328-7951

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**PROFESSIONAL SUMMARY**

* 58 [Salesforce Badges](https://trailhead.salesforce.com/en/me/00550000006amBEAAY)
* 2 Salesforce Certifications (Admin & InsideSales Service Cloud Admin)
* 11 Years Salesforce experience combined plus 10 years global technical sales experience
* 10 Years Global Technical Sales, Playbook, Deal Desk, Team Selling into top Fortune 100
* 2 Years Experience in Lightning (see my YouTube
* CPQ app configuration most recent project on Lightning Enablement
* 5 Call Centers (Service Cloud) end to end implementations
* 10+ Marketing Cloud, Pardot, Marketo instance management from 0 to 1 billion outbound messages
* API / 10+ years linking between Siebel, SAP NetWeaver, Oracle and Custom Databases
* YouTube Channel “Lederhosen Salesforce” with over 39,000 Views / Annum
* Dual Citizen : European & US

**PROFESSIONAL HISTORY**

**SlabbKiosks**

**Salesforce Architect**

**Location: Phoenix AZ**

**07-2018 - 10-2018**

* Delivered Project for FedEx / Lightning Shipping Automation, resulting in 100% Case Management Automation for 20,000 installed Kiosks, with 10 different customers & repair processes (ZenKraft, FedEx Ship, UPS, Sales Cloud)
* Steelbrick / CPQ Sandbox Configuration & Optimized Salesforce around S3 large file storage

**Altimetrik.com**

**Sr. Salesforce Architect**

**Location: San Francisco, CA**

**09-2017 – 05-2018**

* Lightning Enablement CPQ Project using standard objects resulting in clear SOW with Related Hours
* Daimler Cloud Tools Trainer & Account Liaison for level 3 & 2 CASE Managers Initiative in Stuttgart, successfully delivered 2 days of interactive tutorials. It proved if you change the method of work, culture and results are 90x productivity gains.
* Roadmapped - Ancestry Service Cloud Setup / Reconfig for 300 Agents resulting in $168,000 monthly savings.
* Roadmapped - Marketing Cloud (ExactTarget) enablement roadmap for **Ancestry.com** transitioning 2 legacy tools ( **Aprimo & StrongView**) with 106 transaction emails, 30 journeys with 360 emails at 50 million / month, resulted in getting them back on track for total deployment Q2 2018. Focus was on Email Studio, Mobile Studio, AMPScript, Social Studio, Advertising Studio, Web Studio, Journey Builder, Audience Builder, Personalization Builder, Content Builder and Analytics Builder, plus Kafka / Redshift, VF Pages, ConvergeOne Avaya, Person Accounts.

**DppTech: Pen-Cal (Deferred Executive Pension Fund Administration)**

**Salesforce Consultant**

**Location: Livermore, CA**

**07-2017 – 09-2017 Phase 1 (Contract)**

* Roadmapped Service Cloud Setup for Servicing Non-Qualified Compensation Plans 10,000+ inbound customers.
* Architecting & setup of LMS – Learning Management System, improved Dashboards & Daily Reporting
* Enabled and Configured SalesforceIQ linking Outlook 365, Box and Einstein

**DppTech: SFMTA – San Francisco Metro Transit Authority**

**Salesforce Consultant / Architect**

**Location: San Francisco, CA**

**02-2017 – 07-2017 (Contract)**

* Transitioned to Salesforce Lightning, Communities, Desk.com and Social Connectors, Lightning Calendar, Dashboards, Salesforce 1 Mobile, Service Cloud, Service Desk, Training, RFP Coordination, Social Studio, Social Connect were used to connect Zendesk.
* Projects included: ZenDesk, Free Muni (100,000+ citizens), Temp Signs (large events affecting 22 Million visitors), Contested TOW (Impound Hearing App), Bike Parking (Track 4,000 installed bike racks & new submission process for 40,000 bike racks)

**MedAmerica**

**Location: Emeryville, California**

**Other Consulting Engagements (remote)**

**Salesforce**

**08-2016 – 01-2017**

* PMO Physician Management Organization project 5 months behind schedule delivered in 6 weeks. VF – Visual Force Pages, Process Builder, Workflows, UI Design, Triggers, hacking a Managed Package Job Science.
* New Physicians Assistant onboarding UI improved handling and onboarding for 1,200 Applicants.

**CET Mobile**

**Architect / Administrator / Analyst**

**Location: Reno, Nevada & Sacramento, California (remote)**

**02-2016 – 08-2016**

* Analysis and Architecting of Mapped Path forward for Netsuite and Zuora Integration.
* Quickbase (account software) connector configuration, go live setup and training users. Data Migration of Quickbase into Salesforce with over 1,000 Fields and 33,000 revenue records
* Analysis and Case Study and Architect of: Email to Case, Web to Case, ZenDesk, Case Management
* CPQ – Click to Quote with Docusign Project 21 VisualForce Pages on iPad
* Pardot Marketing Project 17,500 Campaign members,
* Project: Architected Salesforce for 156 User Salesforce Instance in Orlando, Beijing, Los Angeles, with a subset of 83 using Lightning
* Translation Tables configuration for Chinese Call Center & US Support Staff Configuration
* Solution Architected an App Rules Engine pushing information to the Amazon S3 cloud and then to Mobile
* Survey Tool & Invoicing Project for CET Client Cloud Mountain SolutionsAutomated invoicing for 75 users with 50 in the field technicians linking invoicing, surveys and quality assurance

**iPro Solutions**

**Salesforce Project Manager / Architect**

**Location: Irvine, California & Melbourne Australia**

**(2 Worldwide Call Centers, 3 Offices)**

**10-2015 – 01-2016 (sold)**

* Integrate Salesforce with Netsuite, Pardot and Paypal
* Chatter Group - Architected and Setup for Lloyds Insurance
* Data Migration of Custom CRM / Database written in Java into Salesforce then into a Payment Gateway handling over 51 major customers and their vendor supply chain
* Created MDM Partner Roadmap Design & Mapping for PWC, Lloyds of London, Senior Staff
* Sales Cloud Architect & Implementation using SDLC on a Salesforce Call Center with Payment Processing Gateway, invoicing, Price Books, Territory Management, Forecasting which included securing financial data while being HIPAA compliant
* Solution Architect for the global sales and service teams, created the Playbook
* Analysis of Service Cloud InsideSales, Conga, Drawloop, Salesforce1, x-Excel, MatchMyEmail, Boomi, Workato, Docusign, Echosign, Marketo, Pardot, MailChimp, Process Builder, Report Builders, Distribution Engine, Canvas, Google Talk, TalkDesk, Softphone, Open CTI, Call Center, Communities, Pay Per Click Google and other Apps

**PICS Auditing**

**Location: Irvine, California, Business Operations Analyst / Architect Salesforce**

**(260 Users, 5 Worldwide Call Centers, 8 Offices)**

**7-2014 – 10-2015 (sold twice)**

* Architected a Custom Community Portal setup for customers like British Petroleum.  Propose Solutions, Implement and Train Staff, Track User Adoption, Service Cloud, Communities Chatter
* Architected and then did the Project Management, for a Boomi integration between a website & Salesforce
* C-Level Weekly Interface with stakeholders: CEO, x-CEO, Legal, EVP Worldwide Sales, CFO, Finance Director, IT, Sales Directors, Marketing (480,000+ lead Marketo instance), involving training, scoping projects, on the spot implementing, suggesting best paths forward
* Boomi Data Migration of a HTML Vendor Management website into Salesforce
* Netsuite, Zuora Team to architect the mapping between Sales Service Cloud, averaging 4,000 invoices a quarter.
* Optimization for the global teams, reporting, click to call, created for each team according to their mission: Appointments, Demos, Field Sales, Contract Negotiation, and linking it into the Marketing Cloud via Marketo which had 486,000 active leads.
* Sales Cloud - Business Intelligence: Analyzed and or Installed: Conga, Drawloop, Salesforce1, x-Excel, Open CTI, MatchMyEmail, Boomi, Netsuite, Zuora, Docusign, Echosign, Marketo, Pardot, MailChimp, Lighting, Process Builder, Report Builders, Dashboards, Distribution Engine, Canvas, Google Talk, Talk Desk, Communities, Contracts, Pay Per Click Google and other Apps
* Service Cloud team lead configured call centers in Provo Utah, Irvine California and London England (increased average daily calls from 6 to 52)

**Visioncare Inc. (Medical Device - Implantable Miniature Telescope)**

**Location: Saratoga, California** , **Salesforce Administrator / Business Analyst / Trainer**

**1-2014 – 5-2014**

* Architect, Analyzed and setup a 72 step Sales Playbook for medical teams, practices and operating facilities.
* Architected Custom Objects, Reports, Dashboards, Role Ups, Forecasting
* Architected Territory Management in Europe and North America
* Campaigns, Web to Lead, Cases, Libraries, Playbook, Apps – Adwords, Phonedeck
* Data Management, Data HIPAA Compliance, Excel Connector, Dataloader, Jitterbit
* Enabled Tags, Dashboards, Reports, Data.com, Mapping, Heat Map of Opportunities
* HIPAA Compliance
* Installed managed and unmanaged packages includingMapAnything, ownBackup, dataloader, Reports, Dashboards, FDA reports, Xactly, Mailchimp, VF Pages, Page Layouts, Force.com Offline SFDC, Fieldtrip, Tquila and ForcePad
* Doctor and Operating room team training Salesforce Content Setup
* Patient Helpdesk Setup of Service Cloud
* Site.com test deployment – pending marketing revisions and regulatory
* Team Lead on cross-functional teams to address business systems issues
* Salesforce, Cloud Tool Training of Sr. VP, Clinical Specialists, Regional Managers, Clinical Specialists

**Paralan Kiosk Solutions**

**Location: San Diego, California , Salesforce Consultant**

**8-2013 – 10-2013**

* App Development Project Management – Droid Location App to iPhone & Payment App
* AppExchange Integration and Setup of Mail Chimp, Adwords, Analytics, Automated Quotes, Dialer, Website, CardScan with custom objects
* Campaigns, Content, Website Design, Web to Lead, Libraries, Cases, Click to Call Tools
* Engagement with CFO, CEO, COO to clarify their revised requirements for the CRM & Mobile Payment App
* Service Cloud / Helpdesk creation and management for inside sales
* Reseller Campaign management, Chatter Groups
* Website – created new website in 2 hours after consultant took 6 days

**SolarCity / K2 Partnering Solutions (Tesla)**

**Location: San Francisco, California**. **Salesforce Consultant**

**6-2013 – 8-2013** (982 +- 30 users a week)

* 500 Case Triage, Reviewed CRM and made immediate recommendation about – change management, Cases, SOP’s, Custom Objects together with the requested workflow, top apps.
* Data loading, Outlook to SFDC Maintenance, Dashboards, Chatter, Partner Portal, Page Layout modifications, Custom Object Design, Folder Sharing, Sandbox, Case Management 61 Custom Objects, 67 Assignment Rules, 18 Custom Settings, 367 Rules, 97 Apex triggers, Workflow, 10+ Custom Apps, 39 Portal Roles.  My specific achievements: implemented SOPs for: Cases / Tickets, Case Management, functional Dynamic Dashboards
* Enabled Cases, SOP’s, Content, and suggested utilizing Sandbox’s to demo Apps

**IBDS Consultants (sold)**

**Salesforce Consulting / Business Development**

**Location: Reno, Nevada**

**5/2007 – 6/2013 clients Zodiac Aerospace, GenKiosk, Rarewire**

**Adtron Corporation ( [www.adtron.com](http://www.adtron.com) sold to Smart Modular)**

**Western Regional Sales Manager / Salesforce Administrator**

**Location: Phoenix, Arizona**

**4/2006 – 5/2007 Salesforce Setup and implemented Custom 5 year Forecasting**

**EDUCATION / TRAINING**

* Dreamforce 2012, 2013, 2014, 2015, 2016, 2017, 2018
* Salesforce: Tahoe Dreamin 2016, 2017
* Salesforce: TrailheaDX 2018 Developers Conference
* InsideSales Administrator Certification Training
* Customs Brokers Certification Training
* University of California, Revelle (UCSD), San Diego, California
* Bachelor of Arts, Management Science
* Minors: Applied Math and Computer Science
* Google Adwords– early adopter

**YouTube Channel “Lederhosen Salesforce”** (39K Views / Year)

* [Tour of Marketing Cloud 2018](https://www.youtube.com/watch?v=Yt4e3_2RHdg&t=3s)
* [Salesforce Basic CPQ, Product, Price Book Creation to support Forecasting (380+ Views)](https://youtu.be/TTTIEhDAWis)
* [Forecasting Basics in Salesforce - How to Enable Forecasting](https://www.youtube.com/edit?o=U&video_id=Aa4InjSwwCQ)
* Lightning Dashboards & Reports (6,000+ Views)
* [Lightning Community Setup in 5 Minutes](https://youtu.be/rM4wZnjQEek)
* [Service Cloud Setup with CTI / Softphone for Lightning 2017](https://youtu.be/hUL4JSFbCuE)

* [Asset Management in Salesforce](https://www.youtube.com/edit?o=U&video_id=0AFoTtK54xE)
* [Salesforce Invoicing, Email, Linking Paypal and Price Books](https://youtu.be/7jRzcXxlI1I)
* [Salesforce Translation Tables](https://www.youtube.com/watch?v=U_dTkFp6Qt8) (German, Chinese & Report in English)
* [Pardot Connector Review - Salesforce to Pardot](https://www.youtube.com/watch?v=6fbe6MICiaY&t=4s)