# Personal Details

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**Summary Skills**

* Seasoned, Strategic, Techno-Functional CRM professional with 18 years’ experience with an array of technologies and platforms in the Salesforce.com ecosystem and have delivered over 12 projects in 7 years of Salesforce.com consulting.
* A specialist in Designing, Configuring and Architecting large scale Salesforce.com projects and delivering meaningful outcomes to business leadership in the most complicated environments.
* Able to conceive, influence and drive CRM initiatives, seek out high-value wins and weed out low-value legacy processes

#### Salesforce Certified Data Architecture & Management Designer

#### Salesforce Certified Development Lifecycle & Deployment Designer

#### Salesforce Certified Integration Architecture Designer

#### Salesforce Certified Sales Cloud Consultant

#### Salesforce Certified Service Cloud Consultant

#### Salesforce Certified Platform Application Builder

#### Salesforce Certified Advanced Administrator

#### Salesforce Certified Administrator

#### Salesforce Certified Identity and Access Management Designer

#### Salesforce Certified Sharing and Visibility Designer

#### Salesforce Certified Community Cloud Consultant

**Work Experience**

**January 2018 - Actual**

**Confidential**

**Salesforce Practise | Sr. Solution Architect**

* Accountability for the practice, including driving quality, sales, recruiting, account management, consulting, and all operational aspects, including:
* Practice Building – Drive overall growth of practice area through a combination of business development, talent management, oversight of delivery work, and thought leadership.
* Business Development – Lead business development activities, leveraging professional contacts for the benefit of the Company.
* Team & Individual Development – Maximize team performance through an effective team approach that increases productivity and job satisfaction.
* Engagement Management – Manage engagement risk, project economics including planning and budgeting, managing accounts receivable, defining deliverable content, and ensuring buy-in of proposed solutions from top management levels at the client.
* Identifies opportunities for growth and maturation of Salesforce.com offerings
* Provides oversight and governance of all sold and managed Salesforce.com projects
* Drives business development with the proper information, tools, and subject matter expertise to sell engagements within the offering
* Builds and develops relationships with partners like Salesforce.com and own joint sales pursuits with partners
* Develops case studies and training materials; conducts brown bags and provides guidance for Salesforce.com Practice
* Develops and delivers best practices, delivery templates, and point-of-view papers
* Maintains awareness of industry best practices and business levers for cloud offerings and understands how Slalom practice areas interact
* Oversees quality assurance of project delivery
* Assigns practice area development tasks when resources are between projects
* Facilitates client satisfaction surveys (where applicable)
* People\Career Management and project staffing
* Supports recruiting and on boarding of new employees

**July 2017 – December 2017**

**Capgemini**

**Sr. Salesforce Solution Architect**

* Provide guidance and consultation to clients on "best practices" for Salesforce implementations
* Participate in functional and technical requirements gathering and review
* Design logical and physical solution architectures
* Lead all technical aspects of a Salesforce implementation, in some cases doing the work first hand and in other cases delegating the work to other consultants
* Implement Workflow Rules and related components
* Create apps using the Lightning Platform
* Collaborate with quality assurance engineers to reproduce and test defects, and validate corrections made to those defects
* Serve as a senior resource to technical support staff when operational issues are escalated
* Contribute to technical project documentation
* Take on other responsibilities and assignments as from time to time requested by management.

**January 2017 – July 2017**

**Virtusa**

**Salesforce Solution Architect - Project**

* Serves as the technical leader for Salesforce projects onsite at client locations
* Translates business requirements into well-architected solutions that best leverage the Salesforce platforms and products
* Provide detailed level of effort estimates for proposed solutions. Articulate the benefits and risks to a solution’s feasibility and functionality
* Provide hands-on, expert-level technical assistance to developers
* Design and manage the execution of test plans to ensure a quality solution is delivered
* Follow and understand new Salesforce product and technical capabilities resulting from product releases and acquisitions
* Provide expertise during sales efforts to estimate the technical level of effort
* Participate in marketing events (e.g. sales meetings)
* Demonstrate thought leadership through publishing, public speaking and client presentations
* Coach and mentor junior technical and functional team members

**March 2016 – December 2016**

**Infosys – Orange County, CA**

**Sr. SFDC Delivery Lead - Project**

**Functional**

* Utilizes applicable Methodologies phases, activities and tasks to deliver quality work products for clearly defined projects in one of the following areas – Analysis, Design, Testing, Implementation, Support and Maintenance.
* Understands customer needs. Performs gap analysis between package functionality and customer requirements.
* Full understanding of documentation standards, and able to create all standard project documentation.
* Responds promptly and professionally to customer requests or inquiries seeking guidance from Project or Practice Management as appropriate
* QA’s project efforts and documentation to ensure project decisions/deliverables are sound
* Actively establishes relationships with all levels within the customer organization
* Maintains continuous, open, consistent professional communication with customers, peers and management. Openly listens to others and checks understanding.
* Continues to acquire and apply new knowledge and learning

**Technical**

* Leads project teams through design workshops and pilot environments
* Develops data conversion and testing strategies
* May perform product demonstrations
* Best Practices understanding on Coding Standards, Deployment, Apex, VF, Salesforce Integration, Security implementations.
* Experience on Force.com Integration Technologies (Web Services, REST APIs) to integrate with On-Premise systems.
* Complete understanding of governor limits.
* Migration of all the Customization including Custom Configurations, packages, and other objects from Sandbox to Production environment.
* Customizations of Reports, Dashboards, Workflows, Approval Processes.
* Ability to work in team in diverse/ multiple stakeholder environment.
* Salesforce configuration activities like workflow rules, setting up profiles, permissions sets, sharing rules, approval process, process builder.
* Experience with custom reporting, modifying pages, views and dashboards.

**July 2015 – December 2015**

**UBM Advanstar – Santa Barbara, CA**

**Salesforce Consultant – Sr. Business Analyst - Project**

* Collaborate with business users to identify and document business processes and requirements for the development and implementation of internal systems
* Anticipate the needs of stakeholders affected by process change
* Design processes that can be implemented with minimal disruption to supporting systems and that are cost effective
* Document business requirements (BRDs) and functional design specifications (FRDs) for conversions, interfaces and reports
* Drive an efficient and effective change management process with all stakeholders
* Engage with IT partners to ensure business needs are correctly translated to support processes and systems changes with high quality results
* Co-lead design sessions to identify functional gaps and opportunities of improvement
* Coordinate and drive issue resolution with cross-functional teams during the design and development process
* Work closely with users to define and document use cases, scenarios and test scripts
* Prepare and execute test plans to ensure solution/design meet business requirements
* Create documentation for processes, training and operational support
* Ensure requirements are delivered in timely stages, allowing the design and development to make the necessary progress
* Partner closely with Sales Operations, Professional Services, Marketing, Finance, HR and other key stakeholders to understand needs and provide automated, flexible and scalable solutions

**May 2015 – July 2015**

**OnForce Solar - NYC**

**Salesforce Consultant - Business Analyst - Project**

* Work with clients and end users to gather, understand, and define business requirements
* Develop user stories and to-be process flows to support the design and development of Salesforce solutions for our clients
* Work collaboratively with team members to design a solution that will meet a client’s business requirements and fulfil user stories
* Complete the configuration for user stories within Salesforce, AppExchange products, or other cloud-based technologies
* Collaborate with developers to test and verify that solutions will meet the business requirements
* Participate in key meetings with clients including requirement sessions, system demos, user acceptance testing, and end user training

**October 2014 – May 2015**

**Rennert International - NYC**

**Salesforce & Database Project Manager**

* Manage Salesforce.com CRM application. Responsible for maintaining the functional areas of data management, forecasting, deal registration, contacts, leads, campaigns, opportunities, quotes, dashboards and reports.
* Perform administrator functions such as user management, profiles, roles, permissions, rules, assignment rules, queues, licenses, capacity and storage management.
* Meet with application owners, application developers and analysts, coding staff and the like to determine business needs and functionalities desired for new or revised application.
* Plan course of relatively large or complex project(s), including milestones, resources needed in the form of staff hours, budget, use of technology and tools and document in project plan, following established project management methodology.
* Track course of project from meetings, conferring with developers, and receiving reports. Update project plan as needed. Document changes to scope or functionalities with change ticket, project plan, or other format.
* Document exceptions or deviations as needed. Convene meetings and plan agenda to ensure important issues are aired and resolved.
* Report on progress of project, use of staff, progress on milestones and the like to application owners.
* Provide guidance to project staff; may manage staff of analysts who are developing technical specifications or developers who are coding.

**April 2012 – April 2013**

**Meru Networks – Tampa, FL**

**Inside Sales - Middle East & Africa**

**Sales/Account Development & Management Activities:**

* Region / Territory Management & Business Development
* Creation and Improvement of Brand Awareness
* Project Management & Pre-sales activities
* Channel Development & Management.
* Marketing Communication Related Activities
* Translate Company profile - Products from English to Arabic and Arabic to English.
* Following up on and closing either inbound leads or customer requests in their region for Meru products, and/or cultivating additional new business by prospecting lists of targeted or existing customer accounts with guidance from Regional Sale Managers, and mining the CRM database (Sales force.com)
* Continue to pursue and increase knowledge of key competitors and understanding of how Meru products compare with competitors'; uses the messaging and best practices that ensure that our value proposition is effectively communicated to customers
* Manage and maintain accurate lead and account/opportunities information within Sales force.com
* Apply understanding of the needs of target customer segments and can complete the sales cycle from initial call to close.
* Work within a team environment in conjunction with Meru Regional Sales Managers, Sales Development Representatives, Sales Engineers, Marketing, and Channel Partners to maximize sales efforts and success rate.
* Obtain repeat business, referrals and references by applying understanding of the unique requirements of the executive buyers
* Enhance the sales opportunities in specific vertical industries by applying understanding of their unique requirements (education, healthcare, retail, enterprise, etc.)
* Provide Sales Management with reports on sales activities and projects as requested in a timely fashion
* Develop prospecting plans for territory development to build rapport and create opportunities in tandem with Regional Sales Managers and Sales Development **Representatives**

**September 2010 – November 2011**

**BizEx Inc. – Astoria, NY**

**Help Desk Manager - IT Admin**

* Provide linguistic support for customers and interpret during interviews, meetings, and conferences.
* Interpret and translate written and spoken communications.
* Translate foreign language documents.
* Transcribe/translate advanced level graphic and/or voice language material into modern American English.
* Prepare and present technical briefings to customer and upper management.

**Technology- IT:**

* Manage the Whole Infrastructure for the Business Including: Switch, Router, Cables, PC – Dell,
* Printers (Network Printers: HP, Canon).
* Update windows and applications as required.
* Install patches and configuring automatic updates for windows applications.
* Internal configurations of IPhone and blackberries, personal and laptop computers; network protocols specifically TCP/IP, printers and peripherals; hardware and software troubleshooting procedures and new software installation
* Basic file server administration; video conference, computer and network set up and other projects as requested, WebEx Conference arrangement.
* Manage all customers’ requirements include typing printing scanning.
* Proficiency in with Windows XP, Windows 7, Microsoft Office, Microsoft Outlook for basic user

**September 2007 – September 2010**

**Self Employed - NYC**

**IT Business Consultant**

* Meeting with clients to determine requirements. Working with clients to define the scope of a project.
* Planning timescales and the resources needed.
* Clarifying a client's system specifications, understanding their work practices and the nature of their business. Traveling to customer sites.
* Defining software, hardware and network requirements.
* Analyzing IT requirements within companies and giving independent and objective advice on the use of IT. Developing agreed solutions and implementing new systems.
* Presenting solutions in written or oral reports.
* Helping clients with change-management activities.
* Purchasing systems where appropriate. Designing, testing, installing and monitoring new systems.
* Preparing documentation and presenting progress reports to customers.
* Organizing training for users and other consultants. Being involved in sales and support, and where appropriate, maintaining contact with client organizations.

**May 2006 – May 2007**

**Aqaba Sky Travel – Aqaba – Jordan**

**IT Manager - Help Desk Manager**

**IT Manager - Help Desk Manager**

* Manage a team of support personnel who trouble shoot IT issues. Implements policies and procedures regarding how problems are identified, received, documented, distributed and corrected. Ensures maximum issues resolutions in minimum time. Evaluates new information systems products, services and suggests changes to existing products and services to better aide end users.
* Oversees the administration and maintenance of infrastructure, and directs more junior Innovators when necessary.
* Oversees the administration of LAN /WAN.
* Oversees the administration and maintenance of computer stations and software for training programs and the Learning Studio and provides additional support if necessary.

**May 2005 – May 2007**

**Aqaba Company for ports operation & management**

**IT Project Coordinator - Automation Project**

* Coordinated the integration of multiple projects and programs, provided data, analyzed and reported to project managers.
* Managed the integration of data from multiple programs and projects.
* Handled costs and schedules and associated documents and managed change documentation.
* Assisted departments in implementation of project management controls.
* Assisted project managers in performing variance analysis, conducting assessments, project forecasting, managing change and producing management reports.
* Analyzed development of schedule, work breakdown structure, estimated packages during the different phases of a project.
* Worked with the project and program manager to complete all required documentation in the defined process.
* Managed the overall defined process throughout the project life cycle.
* Oversaw management of scope changes, trends and change notices initiated from the project management system and reviewed time and cost implications.
* Developed and implemented project cost and scheduled baselines, reported variance, raised issues and risk.
* Applied appropriate metrics and tools for project control.
* Prepared, tracked and reported contractor accruals, tracked and monitored acquisition commitments.

**September 2004 – September 2005**

**Aqaba Company for ports operation & management**

**Oracle ERP Functional Analyst**

* As Oracle ERP Functional Analyst I was assisting with the functional maintenance and enhancement of Oracle EBS applications used by various business units within EFS.
* Working on daily basis with a team of business users, software developers, and DBA's understanding the business requirements and communicate solutions by leveraging standard Oracle functionality & functional and business domain knowledge to ensure Oracle EBS solutions are configured to meet our business needs.
* Provide functional support by maintaining and helping to troubleshoot the production Oracle Financial/ HR / Payroll/ Purchasing Applications when needed.
* Understand and modify Oracle Application configurations as required (includes system setups, flex-fields, profile options etc.).
* Identify innovative solutions to needs from the Financial/ HR / Payroll/ Purchasing groups and help drive the changes.
* Investigate and provide resolution to functional issues in a timely manner.
* Perform functional testing, create and update system documentation, and train end users on new or changed business processes/systems.
* Proactively work through service requests with Oracle support as needed and coordinate work efforts with developers for application changes and system performance issues.
* Participate in various projects and enhancements the Oracle ERP development team by helping to gather requirements, creating functional documents, performing configuration, and collaborating with team members.
* Provide business reports to management and clients.

**June 2003 – September 2004**

**Aqaba Company for ports operation & management**

**Business Analyst - Process Improvement**

* Delivered business process models and derived Process Improvement initiates that met IT application requirement process.
* Worked effectively with business partners and information technology professionals.
* Actively lead process improvement efforts as identified by IT and business leadership.
* Participated in Executive level management meetings on a regular basis and presented both informational and persuasive presentations.
* Provided comprehensive process documentation for use in enterprise model.
* Identified areas and potential projects where process redesign and improvement made a significant impact.
* Performed data analysis and determined data quality, relevancy, and accuracy.
* Developed, coordinated, and maintained process mapping activities and documentation.
* Consistently reduced variation in tools and process used across departments to eliminate waste.
* Determined the problem and made an analysis of the defects.
* Coordinated cross-functional process development and identified opportunities and improve process.
* In partnership with the business unit and other areas of IT, identifies and recommends innovative solutions to enable the business strategy.
* Facilitates and participates in business process improvement initiatives leveraging expertise in
* Lean principles and continuous improvement. Maintains a complete understanding of and adheres to the IS Systems Development Life Cycle (SDLC) and standards and systems planning process.

**March 2003 – June 2003**

**Aqaba Company for ports operation & management**

**Windows System Administrator – Engineer**

* Daily administration, maintenance and troubleshooting of LAN/WAN designed to handle network and Internet traffic.
* Installation and troubleshooting of Desktop and Laptop computers
* Troubleshooting and repair of computer hardware and peripheral devices
* Understanding and Configuring TCP/IP L2, L3.
* Planning Disaster Recovery.
* Planning and Implementation of LAN.
* Implementation of server for the Updating of Windows patches.
* Implementation of DHCP, DNS, HTTP, Active Directory.
* Installation of OS and application software. (Win NT- 2000 (Server - Advanced Server)).

**Education**

**2001**

##### Bachelor's Degree, Electronics and Communication

**Arab Academy for Science, Technology and Maritime Transport**

**Professional Training**

#### Salesforce Certified Data Architecture & Management Designer

##### Salesforce, License 16844097

February 2017

#### Salesforce Certified Development Lifecycle & Deployment Designer

##### Salesforce, License 16727231

December 2016

#### Salesforce Certified Integration Architecture Designer

##### Salesforce, License 16613099

November 2016

#### Salesforce Certified Sales Cloud Consultant

##### Salesforce, License 2707227

July 2015

#### Salesforce Certified Service Cloud Consultant

##### Salesforce, License 4546713

January 2016

#### Salesforce Certified Platform Application Builder

##### Salesforce, License 8913935

August 2016

#### Salesforce Certified Advanced Administrator

##### Salesforce, License 3501127

October 2015

#### Salesforce Certified Administrator

##### Salesforce, License 2250939

January 2015

#### Business Process Reengineering Fundamentals with Strategic Planning Certification

##### Mountain Home Training & Consulting, Inc., License

April 2005

#### Business Process Modeling and Activity Based Costing (ABC) Certification

##### Mountain Home Training & Consulting, Inc., License

April 2005

#### Business Process Analysis and the Business Case (BCA) Certification

##### Mountain Home Training & Consulting, Inc., License

April 2005

#### HP Database Server, HP SAN Components, HP Tape Library, HP/Compaq Application

##### HP Enterprise Security, License

April 2005

#### Meru Networks Wireless Engineering Professional

##### Meru Networks, License WEP-1204-OO-2046

April 2012

#### Meru Networks Wireless Sales Specialist

##### Meru Networks, License WSS-1204-YO-7648

April 2012

#### Cisco Routers Familiarity and Troubleshooting

##### Cisco, License

#### Information Technology Infrastructure Library (ITIL) - ITSM

##### License

#### Project Management Professional

##### Project Management Institute, License

April 2005

#### Salesforce Certified Identity and Access Management Designer

##### Salesforce, License 17445903

July 2017

#### Salesforce Certified Sharing and Visibility Designer

##### Salesforce, License 17752757

October 2017

#### Salesforce Certified Community Cloud Consultant

##### Salesforce, License 18551129

May 2018

**Professional Reference**

Upon Request