



Experienced IT Business Systems Director with 10+ years of proven leadership in enterprise application management, CRM systems, and digital transformation initiatives. Demonstrated expertise in developing IT strategies aligned with business objectives, managing global teams, and implementing scalable technology solutions. Strong background in SaaS application management, vendor relationships, budget oversight, and process automation technologies.

Motivated a team of 4 technical professionals to advance engineering practices, quality, and professional growth resulting in 4 new certifications and multiple new technology skills within the team

Implemented agile structure and operating model for the Salesforce Admin/Developer Squad to enhance operational efficiencies and increase successful production deployments by 30%



Coordinated technical backlog as Systems Product Owner to advocate priority, supporting a balance of 80/20 business work to technical work

Drove digital transformation initiative, partnering with IT to implement automated user setups in Salesforce via Okta to increase security measures and decrease user access support tickets by 85%

Collaborated with CRM program managers to develop timelines and deliver value utilizing Jira



Cultivated positive & collaborative cross-functional team culture, enabled open and honest sprint retrospectives, developed methodology & structure in Jira for managing sprint work & backlog planning

Redesigned process for managing large Enterprise customer, which enabled visibility into their portfolio and renewal schedules, forecasting, and increased pricing accuracy by 10% utilizing the Quote to Cash system

Guided team in executing strategic projects, such as standardizing processes to support clear analytics, transitioning manual spreadsheet tasks into CRM, and business automation



Conducted enterprise application assessments, identifying gaps in CRM best practices and initiating technical solution designs

Facilitated executive-level workshops, including architecture committees, solution presentations, and prototype demonstrations

Managed global development teams across multiple countries, leading a digital transformation project that resulted in key website improvements, enhancing customer usability for a France-based client



Developed IT strategy and business case analysis, articulating cost-benefit tradeoffs and ROI to senior stakeholders Led enterprise application standardization, serving as solution architect for Salesforce org creation and migration of

~1,000 users

Coordinated global IT teams across the US, Russia, and Belarus to facilitate the implementation of standardized North American technology environments



Provided support and coaching for local Salesforce teams across 16 global Salesforce instances for solution design, implementation plans, and troubleshooting escalations

Oversaw $4M annual software license budget, managing enterprise license agreements, projections, and optimization processes

Led digital transformation projects including website relaunch, CRM configuration, automation integration, and community platform implementations



Built sales operations team from the ground up, hiring and managing 5 professionals, including Salesforce Administrators, Contract Admins, and Reporting Analysts

Implemented technology solutions focused on sales efficiency improvements for a 140+ person sales organization Conducted comprehensive gap analysis of existing tools and evaluated alternative solutions based on cost, features, and system compatibility

Established KPI tracking systems and Agile project management frameworks for operational excellence



Core team member for digital transformation initiative, implementing Marketo and Pardot integrations for marketing automation

Delivered data-driven insights through system integrations, technical implementations, and business intelligence reporting Increased campaign success rates by 20% through enhanced tracking capabilities and market outreach optimization

Agile Project Management, Process Automation & Optimization, Data-Driven Decision Making, Building Team Culture, Leadership, Adaptability, Vendor & Stakeholder Management





Agile Leader Certification SSGI, Certified Product Owner Scrum Professional (CPOSP), Change Management Certification, Salesforce Application Architect, Salesforce Certified AI Associate, Salesforce Data Architecture & Management Designer, Salesforce Sharing & Visibility Designer , Salesforce Sales Cloud Consultant, Salesforce Service Cloud Consultant, Salesforce Platform Developer I , Salesforce Platform App Builder, Salesforce Advanced Administrator, Salesforce Administrator, Lean Data Fundamentals