To: Scott Berg

Re: Solution Architect

Dear Scott,

I will be an excellent fit at Salesforce.com, especially for the Solution Architect role opportunity in Irvine. As an experienced problem solver with many implemented solutions that has both saved my current organization millions of dollars and also generated well over $40 million dollars. I have many years of experience selling executive staff and board members the benefits of cloud technologies as well as the practical experience of implementing the technologies.

I have over 3 years of experience in Sales Cloud, Service Cloud and Portals as well as global rollouts, custom integrations and custom programming on top of the Force.com platform. I did not stop there, I also implemented cloud ERP, middleware, tax automation, learning management and email/UC. I even moved our network operations center to a cloud based solution saving thousands to millions over a short period of time and providing geographically dispersed business operations accessible anywhere.

I possess the skills, experience and desire to make a difference and believe this role will allow me to rapidly expand my impact. I am a firm believer and practitioner of the Salesforce platform and am really excited about the thought of working for an organization such as Salesforce.

My resume highlights my recent achievements and experience. I am a local to Irvine and can be reached on my cell phone at 562.881.7202, skype at jrm.medina or jeff@jeffreymedina.com.

Thank you for your time and consideration,

Jeff Medina

562.881.7202

jeff@jeffreymedina.com

**SUMMARY**

Increasing productivity and profit by leading the discovery, adoption and implementation of new technologies across the enterprise; reducing costs, making business operations more efficient and continually improving the customer experience.

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| --- | --- |
| **EXPERIENCE**  > 15 yrs in technology leadership role  > 15 yrs specializing in web & cloud  > 15 yrs business intelligence  > 13 yrs e-commerce & marketing automation  > 13 yrs security - intrusion|encryption|DDoS  > 11 yrs business process automation | **RECENT PROJECTS**  > 2 Salesforce CRM implementations  > Marketo implementation  > 2 Intacct ERP implementations  > Rackspace NOC migration  > Datacenter virtualization  > Product integration with Salesforce |

**CAREER HISTORY**

Condusiv Technologies: Information Technology Director | 1999 – present

*About:* Founded in 1981 as Executive Software, later renamed Diskeeper Corporation and then in 2012 Condusiv Technologies creates high-performance software that optimizes and maintains application performance and efficiency. Condusiv Technologies is the 12th oldest privately held software manufacturer in existence.

**MAJOR ACCOMPLISHMENTS**

* Customized and implemented ***Salesforce CRM*** Sales and Service cloud platform globally. Architected multiple CRM systems and data silos into one unified platform and process.
* Implemented ***Intacct ERP*** cloud platform globally. Architected & migrated multiple ERP systems into one common multi-entity, multi-currency platform.
* Implemented ***Marketo Marketing Automation*** platform & accelerated Marketing’s abilities.
* Migrated Condusiv’s COLO to a virtualized Rackspace ***hybrid cloud*** environment. Cut costs in half, reduced physical footprint 88% & eliminated technology refresh cycle costs.
* Virtualized the internal data center, ***reducing CAPEX over 90%*** & introduced high availability.
* ***Implemented EDI*** via BizTalk allowing distribution/resellers to place sales orders directly into our CRM system. Increased order accuracy and ***reduced overhead***.
* ***Automated contract*** *and* ***subscription******renewal***, notification and order processing. Significantly ***reduced overhead*** *and* ***increased revenue.***
* ***Created an online partner portal*** integrated with Salesforce, ***reduced Salesforce cost in half***.

**MAJOR ACCOMPLISHMENTS (Continued)**

* ***Started B2C*** by building a proprietary & integrated multi-currency ecommerce system and ***grew revenue*** to over 15% of total worldwide revenue generating over $35 million in extra revenue.
* Key contributor in changing the method of product distribution from physical to digital. Significantly reducing costs and overhead.
* Upgraded our systems and software to protect against intrusions and defend against attacks. Became ***PCI DSS*** compliant & fended off ***DDoS attacks***.
* Automated tax calculation, compliance and remittance. ***US Sales Tax, CA VAT, EMEA VAT.***
* Lead a large-scale data cleanup project, increased application performance improved, employee production and marketing’s ability to market our products.
* Enabled a dispersed workforce with communication, secure access and presence making it possible to have a local presence across the globe.
* Implemented cloud unified communication, email, BVOIP & multi-point H.323/SIP video conferencing. Increasing communication, adding new capabilities and reducing costs.

*Other positions held*: Chief Information Officer, VP IT, VP Digital Marketing & eCommerce

***Freelance Consulting | 2000 - Current***

Services: Web Management, Web Design, Custom Programming, Search Optimization, eCommerce

**TECHNICAL PROFICIENCIES**

***Cloud Solutions***: Salesforce, Intacct, Avalara, Marketo, Rackspace, AWS, Azure, Office 365

***Technologies***: Cloud, Web, SAN, NAS, VPN, IP, Virtualization (Hyper-V & VMWare), EDI, .NET

***Applications***: Office, SharePoint Designer, Visual Studio, Photoshop, Google Analytics, Middleware

***Servers***: SharePoint 2013, SQL (2005 - 2014),

***Operating Systems***: Windows workstation (all versions), Windows server (all versions)

***Languages****:*APEX, SOQL, SOSL, WAMP, LAMP, HTML, CSS, JavaScript, C#, VB, SQL / T-SQL, XML, XSLT

**Communications**: Polycom Telepresence, Lync UC, Avaya, Cisco

**EDUCATION**

***Bachelor of Science in Computer Information Systems***

DeVry Institute of Technology, Pomona, CA - 1999

Keywords: Salesforce.com, Salesforce, CRM, ERP, Intacct.com, Revenue Recognition, Automation, IT, SAN, Rackspace, Avalara, Marketo, Marketing Automation, Cloud, Cloud-First, VPN, Lync, Polycom, Avaya, Remote, ecommerce, payflow pro, PayPal, virtualization, hyper-v, VMware, clustering, f5, cisco, load balancing, SQL, T-SQL, middleware, integrations, EDI, BizTalk