

JUAN JARDIM

SALESFORCE ENGINEERING TEAM LEAD AND
ARCHITECT | 15X CERTIFIED

SUMMARY

Highly skilled Salesforce Engineering Team Lead and Architect with a dual background in Computer Science and Education. Proven track record at Frontiers and IMD in driving complex digital transformations. Expert in combining deep technical leadership (**Apex**, **LWC**, **Data Cloud** and **AgentForce**) with effective people management, creating cultures of accountability and continuous improvement. Recognized for bridging the gap between technical solutions and business goals, specifically in AI and automation contexts.

PROFESSIONAL EXPERIENCE

Frontiers | Lausanne, Switzerland *Progressed through three roles demonstrating consistent growth in leadership and technical scope.*

SALESFORCE ENGINEERING TEAM LEAD | ARCHITECT

Feb 2024 - Present

Leading a team of technical Salesforce and Marketing Cloud Engineers to deliver scalable solutions while fostering a collaborative and high-performance culture.

- AI & Innovation Leadership: Organized and facilitated a hands-on workshop for 11 participants on Salesforce **Agentforce**, guiding the team to build a functional agent with 4 use cases relevant to Frontiers' business needs.
- Process Optimization: Designed and implemented a Case Auto-reply **Salesforce Trigger flow**, successfully reducing the volume of cases requiring manual attention by 10%, significantly improving team efficiency.
- Data Cloud Architecture: Played a key role in the successful setup of Salesforce Data Cloud, enabling a 360-degree customer view by integrating data from Frontiers AIRA and Salesforce.
- Team Management: Manage performance and development for a team of 8 members through regular 1:1 coaching, performance reviews, and mentorship, ensuring alignment with company initiatives.
- Strategic Collaboration: Partner directly with Product Managers and business stakeholders to translate requirements into technical solutions, demonstrating strong business acumen.
- Security & Operations: Develop and enforce Salesforce security policies to protect confidential data while managing releases and upgrades with minimal business disruption.
- Continuous Improvement and Development: Develop Proof-of-Concepts using Lightning Web Components

CONTACT

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Lausanne, VD, Switzerland

SKILLS

APEX, LWC, AGENTFORCE,
DATA CLOUD, AZURE
DEVOPS, CI/CD, GIT, SOQL,
SCRUM/AGILE,
JAVASCRIPT, C #

CERTIFICATIONS

Salesforce Architect:

- System Architect
- Application Architect
- Data Architect
- Integration Architect
- Identity and Access Management Architect
- Salesforce Certified Sharing and Visibility Architect
- Development Lifecycle and Deployment Architect

Salesforce Consultant & Specialist:

- Agentforce Specialist
- Data Cloud Consultant
- Sales Cloud Consultant
- Administrator
- Platform App Builder

Salesforce Developer:

- Platform Developer II
 - Platform Developer I
 - JavaScript Developer I
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EDUCATION

MSc in Computer Science (17/20)
| University of Madeira, Portugal

BSc in Computer Science (16/20)
| University of Madeira, Portugal

(LWC), Apex, Flows, to support Solution Design Documents.

- Code Quality & AI Analysis: Used **ApexGuru** to analyze the code base, identifying critical runtime inefficiencies. Translated these AI-driven insights into actionable coding guidelines, reducing technical debt and standardizing development practices for the team.

SALESFORCE TECHNICAL LEAD

Apr 2022 - Feb 2024

Served as the company's main point of reference for the Salesforce ecosystem, focusing on architectural integrity and code quality.

- Agile Process Ownership: Orchestrated the **Agile/Scrum** methodology for the team, facilitating all core ceremonies—including Daily Stand-ups, Backlog Grooming, Sprint Planning, Demos, and Retrospectives—to ensure continuous delivery and alignment with business goals.
- Architectural Leadership: Led the design, development, and maintenance of the Salesforce application, overseeing complex configurations, customizations, and integrations with third-party systems to ensure scalable architecture.
- Stakeholder Management: Collaborated closely with business stakeholders to identify requirements and translate them into robust technical solutions, bridging the gap between commercial needs and engineering execution.
- Knowledge & Documentation: Established a culture of continuous learning by introducing "Knowledge Sharing" sessions and Salesforce Release deep-dives. Additionally, the overhaul of technical documentation led by migrating all resources to a structured Confluence space, improving accessibility for the entire team.
- Release & Security Management: Planned and executed Salesforce releases and upgrades with minimal business disruption. Developed and implemented strict security policies to ensure the protection of confidential company information.
- Crisis Leadership: Demonstrated resilient leadership during a major corporate restructuring (layoffs), successfully maintaining team morale, redistributing workloads, and ensuring business continuity and delivery under high pressure.
- Incident Resolution: Investigated and resolved complex Salesforce-related technical issues, focusing on identifying root causes and implementing preventive measures to minimize future technical debt.

SALESFORCE DEVELOPER

October 2020 - Apr 2022

Played a pivotal role in modernizing the Salesforce ecosystem by driving the transition from legacy automation (workflows and Process Builder) to Flow, optimizing Apex code base, and implementing complex integrations with Azure. Focused on delivering high-impact solutions for Sales, Service, and Marketing Cloud.

- Automation Modernization: Pioneered the company's adoption of **Salesforce Flow** (introducing both Screen and Record-Triggered Flows), leading a critical migration from legacy Process Builders and Workflows to a more efficient, scalable architecture.
- Codebase Optimization: Refactored legacy **Apex** logic and standardized automation practices, resulting in a 40% reduction in code volume, significantly reducing technical debt and improving system performance.
- Forecasting Architecture: Architected and implemented a custom "Article Forecasting" solution mirroring standard Opportunity forecasting logic. This full data model enabled precise, stage-by-stage forecasting for articles based on their specific Journal.
- LWC Development: Developed custom Lightning Web Components (LWC) to visualize Journal Manager targets and progress.
- Integrations: Collaborate on complex integrations using Azure Logic Apps and RabbitMQ to ingest external system data into Salesforce, ensuring seamless real-time synchronization.
- Marketing Cloud: Implemented a queue system via Marketing Cloud API to manage campaign member exit journeys and contributed to the "Connect Project" to unify the Email Preference Center.
- DevOps Transformation: Changed the release management process by implementing a **CI/CD pipeline using Azure DevOps**, replacing the manual and error-prone Change Set process. This transition introduced version control (Git), automated deployments, and peer reviews, significantly reducing deployment errors and accelerating release cycles.

IMD Business School | Lausanne, Switzerland **Software Engineer**

Apr 2016 – Sep 2020

- Community Cloud: Led the improvement and maintenance of the IMD Salesforce Community, creating custom Lightning Aura and Web Components.
- Project Management: Managed web architecture evolution using Scrum and Agile methodologies, coordinating effectively with external consultants.
- .NET & EPiServer: Maintained and improved the web ecosystem using .NET MVC and EPiServer.

NOS Madeira | Portugal **Web Developer**

Jul 2012 – Mar 2016

- Full-stack development using Ember.js, HTML5, jQuery, Bootstrap, Zend Framework, and Node.js.

University of Madeira | Portugal **Invited Assistant Professor**

Feb 2011 – Jul 2015

- Taught Computer Architecture, guiding students through complex projects such as building CPUs in VHDL and FPGA simulations.