



# Fabien Roblou

Manager

Salesforce Sales & Service  
Cloud Expert

## About

Fabien joined Deloitte in 2018 as a CRM Project Manager. For two years, he worked on a high-stakes internal initiative: deploying Deloitte's global CRM across France. He then joined Deloitte Digital as a Business Analyst, contributing to the deployment of Salesforce Service Cloud for Constellium, a leading aluminum manufacturer. Afterwards, he supported the PMU Group in transitioning to a new promotions calculation engine. For the past three years, Fabien has been working with Richemont, a global leader in the luxury industry, where he has managed several strategic initiatives, including the development of an in-boutique clienteling app, the integration of two CRM systems, and serving as Product Owner for the group's CRM solution.

## Background and Education

- 2025 / Deloitte Digital - Manager
- 2022 / Deloitte Digital – Senior Consultant
- 2021 / Deloitte Digital – Consultant Salesforce
- 2018 – 2021 / Deloitte – Chef de projet CRM

## Certifications

- Salesforce Administrateur
- Salesforce Sales Cloud
- Salesforce App Builder
- Salesforce Sharing & Visibility Architect
- Salesforce Service Cloud
- Salesforce Data Cloud
- Salesforce Experience Cloud
- Salesforce AI associate

## Languages

French – English

## Expertise

### Solution Management :

- Product Roadmap Definition
- Gathering evolution requests and prioritizing the backlog
- Release cycle management
- Support team management and incident prioritization
- Formalization and reporting

### Functional Design:

- Process analysis and definition of functional needs
- Definition and formalization of target business processes
- Writing of functional specifications

### Salesforce Implementation:

- Implementation of functional specifications (configuration, package management, coordination of developments, etc.)
- Data preparation and migration
- Deployment monitoring

### Testing :

- Definition of testing strategy, writing test scenarios
- Execution and tracking of test KPIs (Tracker)

### Change Management :

- Production of training materials and facilitation of training sessions

## Main Clients

Luxury	Richemont
Hobbies	PMU
Industry	Constellium
Service	Deloitte

## Representative Projects

### Senior Service Cloud Consultant

Richemont

3 years

### Service Cloud Product Owner

2 years and a half

Gathering business requirements, feeding the backlog, prioritizing requests, ensuring solution adoption by various teams (through training and process), managing the release cycle in an agile methodology, and leading various innovation initiatives.

#ProductOwner

#ServiceCloud

#SAFe

### Product Owner for Clienteling App and Salesforce Integration

6 months

Creation of a clienteling application for the external network of Richemont Houses, project scoping, gathering of business requirements, prioritization of the backlog, management of design and build phases, reporting to Richemont management and various Houses within the group.

#ProductOwner

#ServiceCloud

#ClientelingApp

#MuleSoft

### Business Analyst promotion engine

PMU

4 months

Supporting PMU teams in the transition to their new promotion engine, creating training materials, facilitating training sessions, and monitoring the execution of tests.

# Training

#Comarch

### Business Analyst Salesforce

Constellium

1 year

Implementation of SalesCloud, overseeing the scoping phase. Defining business requirements and managing the design phase, drafting functional specifications, configuration, package management, coordinating developments, defining the testing strategy and managing testing phases, facilitating training sessions, managing deployments, and monitoring adoption.

#SalesCloud

#BusinessAnalyst

#DataMigration

### Salesforce Project Manager

Deloitte

2 years

### Salesforce Project Manager - Global CRM

1 year

Implementation of Deloitte's Global CRM in France:

Business Analyst on the design, data preparation, and migration phases for the implementation of Deloitte's Global CRM in France. Responsibilities included defining the testing strategy, monitoring test execution, leading the MuleSoft integration between two Salesforce organizations, change management support, facilitating training sessions, and monitoring adoption.

#SalesCloud

#MuleSoft

#Training

#DataMigration

### CRM Project Manager

1 year

Management of the legacy Salesforce system at Deloitte France:

Management of the backlog for enhancement requests, incident management, change management support, training, platform facilitation, and creation of dashboards and reports.

#SalesCloud

#Training