SONJA BROACH

Greater Chicagoland, IL

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SKILLS

- Servant leadership in support of team and direct reports (managers, technical architect, sr engineers)
- Product ideation, development, and delivery
- Hands-on expertise in Salesforce development and administration, Salesforce Sales, Service cloud, and Health cloud with exposure to Marketing Cloud and Field Service Lightning
- AWS and cloud infrastructure implementations
- Business, platform, and process strategy
- Team and organizational planning, process and job architecture
- Contract management, internal audit, and SOX compliance
- Program and project management
- REST APIs, MuleSoft platform, and data pipeline management
- CI/CD DevOps, and development/release best practices
- Data modeling and architecture, data strategy, database, and analytics tools such as Snowflake and Tableau
- Test Automation tools and frameworks

PROFESSIONAL SUMMARY

Trusted Head of Engineering with expertise in product development and engineering, business applications, and CRM implementation. Strong operator with hands-on technical ability and understanding of business management, financial and leadership principles. Consistently establishes and achieves business objectives with a focus on developing people to work at the top of their ability.

EXPERIENCE

Sunrun, Inc | United States

April 2023 - Current
Head of CRM Engineering

- Managed 100 person team spanning Managers, Engineering, Technical Architecture, DevOps/Infrastructure, Administration, Analyst, Manual and Automated Testing, and Solution Architecture functions.
- Oversaw legacy CRM software systems and implementation of new CRM software systems and processes.
- Partnered with Product / Program management and Strategic initiatives to launch new Sunrun products.
- Increased time to market by transforming the CI/CD process which resulted in releasing features to Production 3x faster.
- Implemented MuleSoft as a standard API platform with roadmap to sunset all point-to-point APIs.
- Launched a test automation framework and suite of tests to increase stability of the platform.
- Worked with procurement to evaluate and negotiate software vendor contracts.
- Hired qualified employees using targeted strategies to reach candidates.
- Kept paperwork updated with internal standards and audit requirements.
- Determined departmental financial needs and developed budgets for expenditures.
- Addressed business risks through assessments and mitigation strategies.
- Improved productivity after reviewing and modifying operations and workflows.
- Maximized employee performance with hands-on training and close mentoring.

VillageMD (acquired by Walgreens) | Chicago, IL

March 2018 - April 2023
Director of Engineering

- Led a team of 15 high performing managers and software developers developing full-stack, data driven, patient-centered solutions with Salesforce at the center.
- Delivered consumer grade workflow applications, dynamic patient assessment applications, patient messaging in the mobile app, and remote patient monitoring and alerting.
- Developed the Salesforce Health Cloud implementation.
- Oversaw the Salesforce Marketing Cloud implementation.
- Oversaw the implementation of Salesforce Service Cloud call center.

- Created and tracked product delivery and engineering team KPIs.
- Supported the success, career growth, and execution success of engineering managers and engineers.

XO Group (The Knot.com, acquired by Wedding Wire) | Chicago

July 2017 - February 2018
Director of Engineering

- Led team of 15 Salesforce administrators and developers, data engineers, and product managers in service of publishing and supporting content, ad sales, and support for theknot.com pre-acquisition.

Braintree, a PayPal company | Chicago

April 2015 - July 2017
Engineering Manager

- Founded a 5-6 person Braintree Salesforce team and played the role of Engineer, Engineering Manager, and Product Manager
- ETL and REST services integrated with a large focus on business operations
- Worked to bridge collaboration between Braintree and PayPal teams.

Groupon | Chicago

January 2011 - March 2014
Software Engineer, Manager

- Led team of 20+ global Salesforce team comprising admins, developers, QA, and product
- Developed highly integrated Salesforce applications for 10k+ user base on complex implementation supporting Groupon from deal acquisition to publishing on the website to operations and support.

Cars.com | Chicago

August 2007 - December 2010
Application Developer

- Built and supported foundational Salesforce application in Sales and Service clouds
- Proposed and won bid to build in-house CPQ functionality and led scrum team through agile transformation process to a completed product.

EDUCATION

Application Development
April 2017
DePaul University, Chicago, IL
Computer Science fundamentals, Java and Ruby on Rails development. I was 4 credits short of graduating but after welcoming my 3rd child I focused attention on my career instead. Looking forward toward advanced certifications and degrees.

Web Development
January 2006
International Academy of Design and Technology, Chicago, IL
Foundational art and design.

Communications
January 2002
Lewis University, Romeoville, IL
Radio broadcasting communications and web development fundamentals.