## Enterprise CRM Analyst

Articulate, self-motivated problem solver with exceptional leadership skills. Consistently recognized by colleagues for exceptional talents in needs analysis and problem resolution in fast-paced environments. Proficient in the CRM software platforms.

### Key Skills

Strategic Performance– Implement strategic and tactical development strategies. Consistently apply a practical and consultative approach to problem solving. Influential key player in the Latitude project; working with business users on defining requirements for customizing Salesforce.com application. Documented strategic performance; replaced legacy system with Salesforce.com for 1700 global users in 2012. Delivered training to diverse staff members across the organization, which include classroom, on-demand and job aids. Monitored all project phases throughout life cycle. Expertise in all activities performed under CMM Level 2 and Six Sigma methodologies.

Team Leadership Development – Proven ability to identify the strengths of others and leverage untapped potential to maximize personnel and operations. Committed to building champion teams through the exchange of knowledge, experience, and goal sharing to optimize people development initiatives. Proficient with small and large business classes and groups; served as a Senior Salesforce.com administrator for 1500 sales and marketing users within Heidrick & Struggles. Served as Subject Matter Expert to administer Salesforce.com for more than 500 users, supporting and facilitating all Forsythe teams.

Development/Operations – Excellent understanding of organizational effectiveness, change management, as well as, facilitation and other operations. Expertise as a lead Salesforce.com product manager. Built new applications on the Force.com platform to streamline and automate business processes. Lead in the support Microsoft SharePoint applications within Accenture’s CIO division using Accenture Delivery Methods (ADM) process. Developed functional designs and use cases for two internal Intranet applications. Completed complex product analyses for multiple applications within CIO.

### Experience

Prime Therapeutics | Chicago, IL | May 2013 – Present

**Salesforce.com System Administrator**

* Serve as the lead Salesforce.com System Administrator for 200 users.
* Designed and implemented the Salesforce.com Governance Committee.
* Key influencer in moving Prime from Salesforce.com Enterprise Edition to Salesforce.com Performance Edition in less than one year.
* Project lead for Data.com rollout, which included configuration and building training materials.

Heidrick & Struggles | Chicago, IL | February 2011 – May 2013

**Senior Business Analyst**

* Served as an Administrator on a global rollout of Salesforce.com for 1700 users.
* Worked with Training & Delivery Team on building storyboards for global training.
* Built requirements and worked with developers on CRM Fusion, which allowed the organization to prevent bad data from being stored in the system and to easily remove duplicates.
* Implemented Salesforce.com case management functionality for internal IT to log support tickets for all errors/defects and future enhancements.
* Built reports, dashboards and workflow rules to streamline business processes.
* Built user acceptance test scripts for pilot program and conducted user acceptance testing with global pilot participants.
* Used Salesforce Cases to configure a global support model for all users.

Stericycle, Incorporated | Northbrook, IL | June 2010 – February 2011

**Senior CRM Analyst**

* Served as a Senior Salesforce.com administrator for 1000 sales, marketing and customer service users within Stericycle's small and large quantity business units.
* Worked with business owners on enhancing STATS application built using APEX classes, triggers and visual force pages.

Forsythe Technology, Incorporated | Skokie, IL | September 2006 – June 2010

**Senior CRM Business Analyst & Administrator**

* Implemented and developed several custom applications using Force.com
* Excelled in developing customized Salesforce.com enhancements to increase internal utilization; partnered with Salesforce.com developers and consultants, created use cases, and participated in user testing.
* Served as Subject Matter Expert to administer Salesforce.com for more than 500 users, supporting and facilitating all Forsythe teams.
* Built new applications on the force.com platform to streamline and automate business processes.
* Worked with Senior Leadership to implement strategic CRM process.
* Reported directly to executive and senior management.
* Delivered training to diverse staff members across the organization, which include classroom, on-demand and job aids.

Accenture | Chicago, IL | September 2005 – September 2006

**Business Analyst**

* Played key role in streamlining development to enhance implementation by coordinating across departments / levels and with international development teams.
* Successfully negotiated release dates and business requirements in compliance with customer needs.
* Served on point to support Microsoft SharePoint applications, including Enterprise Search, People Directory, and Portal Publishing within Accenture’s Application Product Management (APM).
* Liaised internally and externally with clients and overseas development teams, facilitating weekly meetings and ensuring compliance with customer requirements.
* Generated functional designs and use cases for two internal Intranet applications.

Allstate Insurance | Northbrook, IL | October 1999 – September 2005

**Business Analyst**

* Built requirements for clients within a short time period to meet implementation dates and quality standards, resulting in increased revenues and efficiency.
* Coordinated project tasks across local and global team members, to include biweekly project meetings and process improvement documents.
* Interfaced with business clients to develop underwriting requirements as a member of the Risk Management team.
* Developed and tested applications for the auto division; accountable for troubleshooting and maintaining 12 applications.

### Education

**DePaul University | Chicago, Illinois | 2005**

Masters of Science in Information Systems Management

**DeVry |Addison, Illinois | 1999**

Bachelor of Science in Computer Information Systems

### Certifications

* Salesforce.com Certified Administrator | License 634177 | 09. 2011
* Salesforce.com Certified Advanced Administrator | License 755003 |12. 2011
* Salesforce.com Certified Force.com Developer | License 722769 | 11.2011