

**EXPERIENCE**

**Salesforce**

*Senior Manager - Customer & Sales Growth - Business Process / Solutions*

**San Francisco, CA  
January 2014 to Present**

- Program management of multiple global strategic success management initiatives impacting 400+ Success Managers covering over 2,000 accounts with between \$600K to \$25M+ annual licensing spend.
- On small team that launched, supports, improves and integrates programs driving Success Manager engagements to identify ideal customer contacts, understand customer strategic goals and license usage, drive Executive engagement, and earn trust by partnering with customers over a shared plan to improve.
- Drive business process by working with Regional Leads and Success Managers to strengthen customer relationships and gather data, providing quarterly completion of >97% and actionable analysis of field data.
- Collaborate with Executive stakeholders and Success Managers to define, ratify and revisit business processes and requirements to ensure feasibility, execution, reportability, and organizational buy-in.
- Reporting on operations data and managerial dashboard development to track KPIs and regional completion.
- Architecture and requirements for IT systems supporting global Success Managers, including initial design and launch of 2 major programs that have become critical after 2 and 3 years in production respectively.
- Ownership of business release management including development, QA, UAT and production deploys.
- Program enablement via business process support, customer specific criteria based product recommendations, community engagement, progress reporting, and training with global webinars, decks and video distribution.

**21Tech Consulting**

*Senior Enterprise Implementation Consultant - Project Manager - Analyst*

**San Francisco, CA  
July 2007 to January 2014**

- Implementation Lead on \$7M+ project managing professional services team of 6 resources, delivering process improvement, configuration, architecture, prototypes, data migration and systems integration.
- Consultant on \$2M+ implementation projects delivering as-is/to-be business process reengineering, business and technical requirements, configuration specifications, QA, UAT and production deploys.
- Leveraged GAP/data analysis, JAD workshops, site observations, interviews, focus groups, prototyping and proof of concept installs to ratify business process requirements across client organizations.
- Collaborated with Sales to bid with vendors including IBM, Oracle, Infor, Microsoft and OpenText.
- Delivered legacy integration ETLs with scheduled batch files, SQL queries and stored procedures.
- Bridged communication between technical, management, business interests, clients and end users. Managed organizational expectations for lead time, budget, and changing requirements.

**NYC311 - New York City Department of Internet Technology and Telecom**

*Senior Business Analyst, Project Analyst – Agency Liaison*

**New York, NY  
September 2005 to July 2007**

- Single liaison between NYC's citizen service call center and 4 major city agencies among others.
- Designed, implemented, and adjusted business processes and content governing call handling.
- Designed and launched web based scheduling application integrated to AS400 legacy system to reduce Call Taker error and web-enable process to allow for self service. Reduced call volume by >100%.
- Business owner of Siebel CRM functional and content requirements affecting 500 users handling 50,000+ calls daily including UAT, change management, and training, and quality assurance of operational output.
- Analysis of data from call center and legacy applications to identify problems and opportunities for improvement. Managed 2 analysts for policy research, running reports, and QA analysis.

**New York City Department of Health and Mental Hygiene**

*CRM Application Manager*

**New York, NY  
December 2003 to September 2005**

- Grew opt-in email distribution lists from <1K to over 100K recipients using multiple marketing strategies, strictly observing the CAN-SPAM act, in support of digital distribution of periodicals.
- Streamlined periodical fulfillment by improving data formatting and delivery to fulfillment vendor, ensuring accurate, regularly updated recipient lists for periodicals with over 30K recipients and direct mail campaigns.
- Project management and product management of enterprise wide CRM system including development specifications, database administration, user training and support, and managing data entry staff.
- Data acquisition, cleaning, duplicate removal and maintenance policy. Transformed and incorporated data from multiple sources including purchased direct marketing data, NY State databases and internal records.
- Refined and prioritized development requirements by analyzing system data, user feedback from several departments, and UAT to ensure usable design, useful and accessible data, and user buy-in.

### **Photon Vision Systems**

**Homer, NY**

*Market Researcher and Competitive Analyst Intern*

**May 2002 to October 2002**

- Designed and conducted primary quantitative research and secondary qualitative research on end user perceptions and interest in biometric identification products.
- Delivered actionable research on applications for linear scan photon chips for biometric input.

### **Razorfish**

**New York, NY**

*Manager of Electronic Commerce*

**October 1999 to April 2001**

- Managed e-commerce site design, products, orders, transactions, automated fulfillment and fraud prevention.
- Re-programmed e-commerce application in PERL to automate operations, simplify product addition process and improve dynamic customer facing e-commerce website, reducing workload by ~75%.

## **EDUCATION**

### **William E. Simon Graduate School of Business Administration**

**University of Rochester, NY**

*Master of Business Administration*

**June 2003**

- Concentrations: Computers and Information Systems, Electronic Commerce, Competitive Strategy
- Simon School Merit Based Scholarship Recipient and Consortium for Graduate Study in Management Fellow

### **Oberlin College and Oberlin Conservatory of Music**

**Oberlin, OH**

*Bachelor of Arts. Major: Sociology with Honors*

**May 1998**

- Thesis: Convergence of Mass Communication Technology Impact on Societal Norms

## **SERVICE**

### **405 Shrader / Ars Urbis**

**San Francisco, CA**

*Recording Engineer and Producer*

**October 2016 to Present**

- Recording and production of chamber music performances at non-profit venue

### **Bike MS - National Multiple Sclerosis Society of Northern California**

**San Francisco, CA**

*Top 150 Fundraiser*

**2014, 2015, 2016**

- Raised over \$10K for National MS Society via Bike MS fundraising campaigns

## **CERTIFICATIONS**

- Salesforce Certified Administrator
- Salesforce Certified Advanced Administrator
- Salesforce Certified Sales Cloud Consultant
- Salesforce Certified Service Cloud Consultant
- Salesforce Certified Force.com Developer
- Salesforce Certified Marketing Cloud Consultant