Keith Saccuci

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# Senior Software Development Professional

# Specializing in CRM Analytics Design, Development, Testing and DevOps Strategies

**Highly accomplished software professional with a 20+ year track record of innovation and success with CRM products like Salesforce, ACT! CRM and Microsoft Dynamics.**

**Strong technical and business acumen with outstanding presentation and collaboration skills.**

**Noted ability to build synergy between management, teams and partners to achieve overall business and customer goals.**

**Skilled in managing high performance teams in achieving success across constantly changing technical and business environments.**

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| * CRM Development & Admin 20yrs * Salesforce Sales & Service 05yrs * Einstein Analytics 01yrs * CRM Reporting & Analytics 10yrs * Microsoft Dynamics CRM 03yrs * Commercial Software 15yrs * ACT! CRM OnPrem 15yrs * ACT! Cloud/SaaS 05yrs * Mobile Development 10yrs * Commercial Desktop/Web 15yrs | * .NET / C# 12yrs * Java, jscript, Ruby 04yrs * Database – Microsoft SQL 20yrs * Database – Oracle 05.yrs * Database – Mogo / No SQL 03yrs * GitHub, CVS, SVN 08yrs * Jenkins, Team City, Selenium 05yrs * ETL, Core Banking Systems 04yrs * Specflow, Cucumber, NUnit 07yrs * Jira, VersionOne, Rally 10yrs | * Waterfall 11yrs * Agile Development 12yrs * Product Owner 05yrs * Manager/Director/Lead 15yrs * Quality Engineering 15yrs * Software Engineering 08yrs * Project Management 10yrs * Financial Services 04yrs * Medical Insurance 03yrs * Real Estate 03yrs |

**Core Competencies**

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|  | Professional Experience |  |

**Wells Fargo, Inc 4/19 - Present**

**Senior Software Engineer - CRM Center of Excellence – CRM Data Analytics**

Salesforce/Einstein Analytics (Tableau CRM)

* Salesforce Einstein Analytics development for Wells Fargo trust.crv.com CRM project.
* Subject Matter expert on Einstein Analytics within Wells Fargo. Tasked with onboarding and adoption of Operations, Technology and Business Analytics
* Design, Development, Customization and Troubleshooting of Einstein Applications, Lenses, Dashboards and Dataflows.
* Created 20+ dashboards with over 100 chart elements all designed with a landing page, navigation, global filters that were passed to relevant pages.
* Utilized geo-location and maps as an added visual benefit to filter and display data.
* Collated User Interaction with page filters for different lines of business.
* Branded each page adhering the Wells Fargo’s style guide.
* Advanced modification of JSON associated with data flows, data sets and the dashboard.
* Migrating dashboards, lenses and data flows from development, testing, UA and Production.
* Gathered requirements from business stakeholders and created an Analytics backlog in which to work from. Tracked feature requests, defects, and released dashboard updates every 2 weeks with a 100% success in meeting timelines and project cost.

Salesforce/WalkMe Digital Adoption

* SME for Wells Fargo with total ownership for deployment and integration within Wells Fargo.
* Architecture lead between the WalkMe Development Teams and Wells Fargo Business owners to remediate several deployment issues impacting lines of busines adoption.
* First product within Wells Fargo to move to use an app store self-service deployment model
* Wells Fargo early adoption of productivity and training software deployed as a browser plugin.
* Browser Integration on Chrome, IE, Chromium Edge and Desktop Editor
* Packaging, Testing and deployment of WalkMe Extensions for consumption within Wells Fargo through Microsoft Software Center.

General/Training

* Confluence and JIRA Integration.
* Salesforce Admin and configuration in lower environments for production deployment.
* Completed Dev 600 - Developing Lightning Components training
* Agile / Scrum Master of CRM - Data Privacy and Salesforce App Market scrum teams

**Basec Consulting Services 01/19 – 04/19 CRM Consultant**

* Compliance review between Basec Med and Liberty Mutual contract negotiations.
* Assured that all HIPPA and ISO 9001 standards were being met in concert with Liberty Mutual technical standards.
* Delivered response with action items for remediation which included design, development and delivery.

**Silicon Valley Bank 09/16 – 11/18**

Senior Manager, Technology - CRM & Data Warehouse

* Managed a geo-distributed team of 30 Software Engineers supporting CRM (Microsoft Dynamics) and Data Warehouse for the Sales and Marketing teams within SVB.
* Design, Development and Implementation of SVB’s ‘Golden Contact’ CRM Integration. Taking multiple sources of customer contact information and merging systems to create a single record of contact of customers within the Bank
* Expansion of Golden Contact’ technology to KYC, ALM, Finance, Core Banking to meet regulatory statues for a Bank above 50 Billion in Total Revenue.
* Planning, resourcing, implementation of Microsoft CRM Systems upgrades.
* Migration from On-Premise CRM to Microsoft Dynamics Cloud.
* Implementation of Marketo to CRM family of applications.
* Developed automation roadmap, including technology, architecture and organizational transformation.
* Developed tools for CRM (Microsoft Dynamics) using Visual Studio C#, utilizing VSTS with Microsoft development team.
* Managed migration of defect management system from QC to ALM including new defect workflow and quality metrics.
* Testing of upstream and downstream systems via Data Warehouse, including SVB’s two core banking systems, fraud prevention systems like KYC, Finance Modules, Turbo Car, ALM, PeopleSoft and Digital Banking.
* Validation of ETL Jobs and changes across SVB’s CRM, Digital/Online Banking and Finance departments.

Cardtapp, Inc 08/15 – 05/16

Vice President - Software Quality & Support

* Startup Salesforce environment managed all incoming technical issues impacting Sales and Customer Success Teams.
* Investigated each issue in Salesforce and its Integrations with Pardot, Stripe and our SaaS platform.
* Platform included Ruby on Rails, Cordova, Java, MongoDB and Amazon EC2
* Scrum Master and PO responsibilities as needed with software development team, groomed and reviewed stories with CTO using Rally.

Sage Software, Inc - CRM Division (Formerly SalesLogix & Interact Commerce) 03/00 – 08/15

Director, Quality Engineering and Release Management 2013-2015

Director, Software Development 2009-2013

Director Sustained Engineering 2006-2009

Senior Manager, Quality Engineering 2000-2006

ACT! CRM Business Unit

<https://en.wikipedia.org/wiki/Act!_CRM>

[Sage Group - Wikipedia](https://en.wikipedia.org/wiki/Sage_Group)

<https://www.nytimes.com/2001/03/29/business/technology-briefing-software-sage-buys-interact-commerce.html>

*Built an impressive record of achievements through a series of increasingly responsible positions driving the redesign, enhancement, and support of ACT! The Original CRM for Small Businesses.*

* Managed technical teams in a wide variety of disciplines and technical expertise to bring 15 major releases of ACT! CRM to international market totaling over 35 Million in Revenue.
* Lead Development, QA, Software Configuration Management and DevOps teams in the creation and support of both on-premise, mobile and SaaS CRM solutions.
* Developed CRM features using C# and ASP.NET, integrations into ERP and 3rd party Apps through our Software Development Kit.
* Lead Performance Engineering and Enhancement through various levels of instrumentation using .NET
* Design, Development and Deployment of automation test frameworks using Selenium, IBM Rational Robot, Test Compete, Nunit, Junit Ruby Testing Framework - Rspec, Cucumber, Capybara, Rack:Test, Jasmine, Team City and SauceLabs.
* Brought to Market CRM features that included Search, Dashboards, Reports, 3rd Party Components/Extension, Drip/Email Marketing, Social Media Integrations.
* Risk assessment and process improvement responsibilities through the entire software development life cycle including DevOps, QoS Runbooks, and Security compliance.
* Evaluated organizational health through metrics and key velocity indicators and evangelized process improvement, quality standards and staff augmentation.
* Organizational transformation from Waterfall to Agile Development Teams.
* Managed level 3/Executive escalations to technical/customer and business resolutions.
* Managed 3rd party vendor relationships such as Microsoft, Amazon, 3rd party component licensing, Offshore/Onshore staffing and contracts.

‘Blue Yonder (Formerly JDA Software) 1997 to 2000

QA Technical Supervisor

* Concurrently, managed all technical aspects and operations for the Software Quality Department supporting 13 engineers. Designed, maintained and aligned testing labs with client’s environments, encompassing Oracle, Informix, Uniface, HP-UX and AIX.
* Developed numerous test harnesses via Unix Shell Scripting and applications to validate data between System Data Integration (SID) and other applications and software.

Semy Engineering. 1995 to 1997

Software Engineering Tester

* Tested Wafer Fabrication control software for various methods of Chip Production. Developed installation programs, backup and restore tools, 3rd party integration with test tools and harnesses.
* Assisted software installation at production sites and providing field service support to existing customers.

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|  | Training & Credentials |  |

ACT! Certified Consultant —Project Management and Oracle Administration

Scrum Alliance Product Owner, PL/SQL, Implementing Performance Testing and Effective Quality Assurance Metrics Internationalizing Software Applications — Load Testing & Performance Testing Applications Automated Testing Tools — SEI Quality Standards

*Technology & Tools*

.NET, C#, Fuselog, Ruby (RSpec), Xunit, Cucumber, Selenium, SauceLabs, MSTest Nunit, Tortise SVN, GitHub, Slack, Zuora, Team City, VersionOne, Rally, Slack, Salesforce, DevTrack, KissMetrics, Right Scale, Pagerduty, Papertrail, SpecFlow, Gherkin, Jasmine, Test Driven Development, UNIX Shell and Automated Scripting Tools MS Office, Exceed, Hummingbird, SECS / GEM, CORBA, Crystal Reports, PVCS, and IIS QA Run, Mercury Interactive, Rational Suite

SharePoint Server, Sales Force Automation, Apache ServersMS SQL, Oracle and MySQL; CVS & VSS, TFS, Mac OS Unix