### Evan Burns

Curriculum Vitae, March, 2020

***OBJECTIVE***

To obtain a challenging and team-oriented Salesforce.com team management or administrator position, where skills in business analysis, requirements documentation, implementation and user training and support are required.

## SKILLS SUMMARY

* Software project business analysis
* Software project management using Agile methodology
* Customer solution architecture development
* Expert Salesforce.com consultant
* Certified Salesforce.com Administrator, Sales Cloud Consultant, Service Cloud expert
* Salesforce.com Lightning expert
* Salesforce SOQL
* Jira project management software
* Demand Tools
* Salesforce architecture object modelling
* Strong Salesforce.com Sales, Service and Community cloud experience
* Salesforce Mobile expert
* Customer training development and delivery
* Partner management
* Software pre-sales technical analysis and solution development
* Software sales and business development
* Docusign & AdobeSign integration
* International business experience

***RELEVANT PROFESSIONAL EXPERIENCE***

# **References and Complete Work History Available Upon Request**

Devterra – CRM Practice Director; July 2019 – present

* Running new Salesforce.com practice with the GM in a well-established diversified IT services company
* Established Registered Partnership with Salesforce.com
* Business analysis and project management of consulting and development resources for medium-sized (20-75 users) Salesforce.com projects, following Agile methodology
* Managed team of 4 consultants and 4 developers on various Salesforce.com projects
* Served as delivery resource for projects spanning Sales, Service, Einstein, and Community clouds
* Exercised all Salesforce.com skills listed below under Freelance Salesforce Consultant position
* Training of partner resources on Salesforce.com Admin
* End User Training

Alchemy CRM – CEO and Owner; May 2017 – July 2019

* Built new Salesforce.com Registered Partner company
* Grew business to have reasonable customer base within 1 year, reaching 75% of target to become Salesforce.com silver partner
* Business analysis and Project management of consulting and development resources for medium-sized (20-100 users) Salesforce.com projects using Agile methodology
* Served as delivery resource for projects spanning Sales, Service, Marketing, and Community clouds
* Exercised all Salesforce.com skills listed below under Freelance Salesforce Consultant position
* End User Training

Devterra - Principal Salesforce.com Consultant; July 2016 - May 2017

* Business analysis and Project management of consulting and development resources for medium-sized (20-100 users) Salesforce.com projects
* Served as delivery resource for projects spanning Sales, Service and Community clouds
* Exercised all Salesforce.com skills listed below under Freelance Salesforce Consultant position
* End User Training
* Focus on healthcare segment

***RELEVANT PROFESSIONAL EXPERIENCE***

Freelance Salesforce.com Consultant; January 2010 – June 2016

* Business analysis, including detailed requirements gathering at all organizational levels, and all business functional areas
* Project management of other consultants on small to medium sized (100 users) projects
* Expert Salesforce.com skill in user maintenance, custom objects, approval processes, workflow, process builder, Lightning Flows, reports and dashboards, formulas, escalation processes, complex organizational security models using OWDs, profiles, permission sets, groups, sharing rules, and field level sharing, case routing using queues, assignment and escalation rules.
* Skilled in Financial Services Cloud and Einstein
* End User Training
* Focus on non-profit segment

Route Analytics Masters, LLC – Owner; January, 2009 – January, 2010

* Third party marketing program development and execution for services lead generation
* Route analytics software training development
* Channel and customer training for route analytics software
* Route analytics software deployment
* Juniper and Computer Associates route analytics partner model research and execution

Packet Design, Inc. – Worldwide Marketing; Fort Collins, CO

Director of Alliances, January 2004 – November, 2008

* Responsible for all HP sales enablement, including generation of all product collateral and delivery of all sales and technical training for HP’s OEM’d product, the Route Analytics Management System (RAMS)
* Assisted HP and Packet Design marketing teams in prioritizing future feature sets of the RAMS product
* Delivered the majority of customer demonstrations for the RAMS product
* Directly participated in the majority of U.S.-based proofs of concept at customer sites for the RAMS product
* Delivered product training to purchasing customers of RAMS
* Shared responsibility for recruitment and training of reseller and system integrator channel partners beyond HP

SMARTS, Inc. – Worldwide Sales Organization; Fort Collins, CO

**Named Account Executive, Western U.S. Region,** February, 2003 – October, 2003

1. Responsible for direct sales, with annual quota of $2.1M, to enterprise and service provider named accounts in the region.
2. Excellent sales opportunity penetration with key accounts in Colorado, Arizona and Washington.
3. Led sales engagements, including some technical, with all prospect stakeholders, from IT administrators to ‘C’ level staff.
4. Heavy participation in recruitment of systems integrator and value-added reseller channel partners in the region, including Cisco, SBC, INS and MSN Communications.
5. Interfaced with product marketing team to incorporate customer requests into new product features.

HEWLETT PACKARD CORPORATION – Business Customer Organization, Software Regional Marketing; Fort Collins, CO

**Business Development Manager, Eastern U.S. Region,** December, 2000 – February, 2003

1. Responsible for facilitating HP Software regional sales quota achievement of many tens of millions of dollars annually.
2. Owned strategy for closing a number of large deal opportunities in the enterprise, service provider and mid-market segments, including frequent collaboration with HP server, storage and services sales forces.
3. Delivered frequent presentations to key customers on product/solution directions, marketing programs, etc.
4. Worked with product marketing team to prioritize new product features that would lead to improved deal closing rates with the largest customers.
5. Served as a focal point for identification and resolution of key HP software solution sales inhibitors.
6. Owned establishment of cross-organization, deal-focused virtual teams charged with moving large software opportunities through the sales cycle.
7. Acted as the primary liaison between field and factory for customer-focused inbound marketing efforts associated with next-generation management software solution development.
8. Participated heavily in field enablement activities, including establishment of field-factory communication processes, and new direct and channel sales representative training.

**HEWLETT PACKARD CORPORATION – OpenView Business Unit, Service Provider Solution Planning; Fort Collins, CO**

**Solution Marketing Manager,** April, 2000 – December, 2000

1. Owned product management for of HP Software portfolio-based integrated service management (ISM) solutions targeted at three key service provider market segments: application hosting, web hosting and internet data center hosting.
2. Participated in development of ISM solutions for wireless e-Services and next generation network service solutions.
3. Developed and delivered ISM messaging associated with the above target market segments for press, analysts and the field.
4. Actively participated in back-end planning processes to drive the HP Software ISM solution vision to realization.
5. Actively worked to promote and build cross-HP Software virtual teams, with front- and back-end participants, to be most effective at the tasks listed above.

**HEWLETT PACKARD CORPORATION – OpenView Business Unit, Storage Management Operation (SMO); Fort Collins, CO**

**“Lighthouse” Customer Program Manager**, November, 1999 – April, 2000

1. Led a team in the development of a customer contact program, designed to facilitate customer-driven development of SMO’s next-generation storage resource management software solution, targeted at the service provider and enterprise market segments.
2. Led several customer visit teams associated with the program.
3. Leveraged results of the program to drive next-generation product strategy development.

**HEWLETT PACKARD CORPORATION – OpenView Business Unit, Storage Management Operation; Fort Collins, CO**

**Software Developer; Support Manager; Technical Marketing Lead**, June, 1998 – November, 1999

1. Participated in architecting OpenView Storage Node Manager, a revolutionary, first-in-class software product for storage area network (SAN) management, and now the foundation of HP’s Storage Area Management software suite.
2. Designed (using Fusion and UML) and implemented (in Java) 3 major modules of the Storage Node Manager architecture.
3. Designed and implemented several breakthrough tools to facilitate supportability and deployability of the Storage Node Manager product.
4. Conceived of and deployed the overall support strategy and delivery model for the product through a cooperative effort with internal and external support delivery channels.
5. Constructed the project plan for post-release field technical activities, including sales support and sales/delivery channel enablement, for Storage Node Manager.
6. Trained support delivery resources to support the Storage Node Manager product.
7. Participated in the creation of learning products deliverables for Storage Node Manager, such as online help and technical training.

**HEWLETT PACKARD CORPORATION – OpenView Software Division, Desktop & Software Management Team; Fort Collins, CO**

**Marketing Technical Consultant**, June, 1997 – June, 1998

1. Served as team lead for a product deployment-focused team of technical consultants working with customers and partners on the OpenView Desktop Administrator (DTA) product, an enterprise-level desktop and software management solution.
2. Defined and managed execution of a technical channel enablement strategy for the DTA solution.
3. Managed and participated in pre- and post-sales technical customer engagements.
4. Developed pre-sales demonstrations used to close the largest deals
5. Defined and coordinated customer-to-R/D team feedback processes to help facilitate customer-driven development of next-generation solutions.

**CERTIFICATIONS**

Salesforce.com Certified Administrator  
Salesforce.com Certified Sales Cloud Consultant

**EDUCATION**

**CLEMSON UNIVERSITY**, Clemson, SC.

Bachelor of Science, Computer Engineering; graduated July, 1991, *Summa Cum Laude*.

**GEORGIA INSTITUTE OF TECHNOLOGY**, Atlanta, GA

Master of Science, Electrical Engineering; graduated March, 1995, *Summa Cum Laude*.

**CONTACT INFORMATION**

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