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Summary

Salesforce.com Certified Advanced Administrator and Salesforce.com Certified Sales Cloud Consultant with twenty years of experience in the design, implementation, and administration of CRM systems. Self-motivated team player with superior analytical, verbal, and written communication skills. Extensive experience in sales and marketing process, automation, analysis, and reporting. United States Air Force veteran and former Intelligence Research Analyst/Cryptologic Linguist at the National Security Agency (NSA).

- Salesforce.com system design and Administration
- CRM System Integration
- Data Migration and Transformation
- Marketing Automation
- Apex Data Loader, Demand Tools, Sales Cloud, Service Cloud, Lightning UI, Copado DevOps
- System Training and Support
- Business Process Analysis
- Master Data Management
- Data Quality and Analysis
- Sales and Marketing Reporting and Analysis

PROFESSIONAL EXPERIENCE

Access Strategy Partners, Braintree MA
Salesforce Consultant/Implementation Partner

November 2020-December 2020

Developed Salesforce.com system for small Healthcare related startup, including integration with Definitive Healthcare managed package, custom Dashboards, data migration, and user training.

Houghton Mifflin Harcourt, Boston MA
Sr. Salesforce.com Administrator

October 2107-October 2020

Senior System Administrator for implementing changes between multiple test environments and the Production environment in highly-complex, and heavily customized 3,450 user Salesforce.com system. Worked with Sales Operations, Marketing, Service Operations as well as development and functional architects within an Agile (Jira) development environment to coordinate and apply best practices to changes on the Salesforce.com platform.

- Primary Release Manager most recently using Copado Deployment tools
- SOX Compliance lead for Salesforce.com application.
- Declarative Development across entire spectrum of Sales and Service Cloud functionality
- Implemented process to identify and eliminate more than a million duplicate Contact records with a custom scoring and merge process.
- Recipient of several internal awards during tenure for outstanding achievement and collaboration.

Altran-NA (Formerly Foliage), Burlington MA
Principal Salesforce.com Consultant**2015-September 2017**

North American system administrator and technical lead working with European counterparts on 1,500+ user Altran Global Salesforce.com instance. Primary liaison between North American senior sales and marketing management and Central European team on evolving functional needs and gaps.

- North American technical and process lead for successful migration of North American salesforce instance to Global Corporate instance. Completed gap analysis of two stand-alone North American instances to the Global instance.
- Successfully executed complex data analysis and transformations related to system migration and led training efforts in advance of migration to Global instance.
- Established Salesforce Advisory Group consisting of cross section of senior sales and marketing executives and developed new and improved Dashboards at the Executive, Business Unit and Account Executive level.
- Reviewed and revamped Proposal and Opportunity Management system process, including new sales processes, Opportunity record types, and associated workflow and data validations.

Aspect Software, Chelmsford, MA
Business Systems Analyst/Senior CRM Administrator**2008-2015**

Primary system administrator and architect that transformed virtual stand-alone Salesforce.com instance used primarily for forecasting into a strategic and global, multi-faceted and integrated tool that became the bedrock system of truth for management and approximately 500 sales and marketing users.

- Aspect rated as top-level system utilization by Salesforce.com within High-tech Large Enterprise customer segment, as defined by various metrics including login rates, report and dashboard views and number of workflows implemented.
- Enabled customer system and system component data from Oracle ERP and Clarify Support system to be integrated into SFDC. This was a transformational at many different levels as the number of systems within assigned territories could be identified with the press of a button providing a level of detail that previously took a week to compile.
- Following corporate acquisitions, completed two complete system migrations into existing SFDC instance, on-time, with virtually no technical issues.
- Planned and executed customer data transformation to a higher customer account level that reduced the number of customer accounts required in Salesforce.com by 76% without any loss of data while consolidating all the Opportunities, Systems and Contacts associated with those accounts into a much more manageable and comprehensive context.

Charrette Corporation , Woburn, MA**1996-2007**

(Now part of Agfa Graphics)

CRM Manager/Sales and Marketing Analyst

Successfully managed enterprise-wide Saratoga Systems Customer Relationship Management (CRM) system from vendor selection process thru system design and national roll-out. Managed all aspects of system including user administration and training, integrating feeds from external database systems, as well as SQL server database administration. Also served as corporation's senior sales and marketing analyst while Charrette expanded geographically from a regional to a national company.

- Managed highly successful nation-wide wide CRM system of 200+ users with virtual 100% adoption rates by sales reps.
- Provided critical top-level sales and marketing analysis as company doubled sales from \$60 million to \$120 million/yr.
- Successfully integrated CRM system with legacy and ERP systems while providing detailed, Account-level sales, margin, and profitability trends within the account record.
- Served on special corporate task force to implement SAP ERP system and managed corporate Customer Master data in SAP of more than 100,000 records.
- Designed and wrote various detailed high-level sales analysis reports for sales, marketing, and executive management showing various regional, customer, and product based market trends.

ADDITIONAL INFORMATION

United States Air Force veteran and graduate of the Defense Language Institute (DLI) with a certificate in Russian Language. Served as Soviet military analyst in elite AFSC career grouping at the National Security Agency (NSA) headquarters. Completed coursework at the NSA sponsored National Cryptologic School for certification in Intelligence Research (IR).

EDUCATION / Certifications**Bachelor of Arts, International Politics/Marketing**

University of New Hampshire, Durham, NH

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<https://trailhead.salesforce.com/en/credentials/verification>