

## Contact

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benavidese Fraing (LinkedIn)

## Top Skills

CRM

International Project Management

ERP Supply Chain Management

Business Process Innovation

Marketing Strategies

## Languages

Spanish (Full Professional)

## Certifications

IBM Salesforce Essentials

Salesforce.Com Authorized  
Consultant Level 2 Sales/Service  
Cloud

## Publications

"Administration of the Information  
Technology Function"

CNN Interview

"Distributed Data Processing:  
A Managerial Approach", State  
University of New York

# E. Gerard Benavides

Salesforce Solution Architect, Project Manager, Engagement  
Manager, Enterprise Architect, Advisory Services, Pre-Sales  
New York City Metropolitan Area

## Summary

Mr. Benavides specializes in designing Salesforce enterprise strategy solutions in order to transform CRM data and knowledge into differentiated customer experiences. He possesses the best of class skills to design, implement, and articulate solutions based on client's strategic business and technical requirements. A world-wide pioneer in the CRM industry, he is a multi-cloud/multi-skilled / multi-industry Salesforce Solution Architect and PM with 15+ years of international CRM implementation experience.

Mr. Benavides has developed solid skills in Salesforce solution architecture and integration, commercial process innovation and multi-cloud (sales, customer service, marketing) best practices, project management, change management and strategic pre-sales capabilities. Responsible for owning the overall strategic and tactical design of the Salesforce application and the integration of the implementation team and project, as well as recommending best practice solutions based on client's business needs. In early stages of projects, his expertise focuses on designing solution road maps for implementation...he visualizes transformation of business models to be leveraged by an intelligent use of (diverse) technologies...always, providing coherent multi-org program/project governance, planning and monitoring and harmonically integrate diverse multi-org talents to fulfill objectives and goals in time and cost. His leadership skills have been honed by over 20 years of solving complex business, technology, and strategy challenges for large system integration projects; more recently with a focus on cloud computing, SaaS and in Salesforce ecosystem implementations.

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## Experience

### Emprendor

SFDC Salesforce Solution Architect and PM

March 2016 - Present (4 years 9 months)

San Francisco, New York, Houston, Seattle

Solution Architect and PM for diverse high profile Clients

Owns overall Salesforce Solution Delivery

Design Salesforce solution conforming to program technical vision, objectives and principle

Ensures compliance with Salesforce design and development best practices

Review offshore deliverables and ensures congruity with delivery standards

Participates in requirements elaboration sessions with Client Business Stakeholders

Facilitates Gap – Fit Analysis of requirements along with technical team

Responsible for creation of Business Requirements and Functional Specifications Documents

Project execution, status monitoring, issues monitoring & risk mitigation

Ensures On Time Project Delivery with conformance to Quality Standards

Highlights Key Project Issues & Risks and suggests mitigation plan

Publish weekly status reports & organize status review meetings with stakeholders

Quote-to-Cash/CPQ, Partner Communities, Lightning Conversions, Sales Methodologies, ERP Integration, Tableau Integration, Omni-Channel Contact Centers, Field Service Management Automation, Implementation Road Map Construction and Follow Up, New Capabilities Development using Agile Approaches...

### Cognizant Technology Solutions

CRM Solution Architect, Project Manager

January 2015 - January 2016 (1 year 1 month)

Greater New York City Area

Project Manager and Solution Architect for Clients in the Financial Sector:

Functional Scope:

Sales Cloud

Lead Management

Contact Management

Account Management  
Opportunity Management  
Pipeline Management  
Reports & Dashboards  
CPQ & Contract Management  
Geo Mapping

Service Cloud  
Case Management  
Activity Management  
Knowledge Management

Salesforce Chatter

Integration Scope

Customer Data and Associated Product Synchronization from Oracle CRM  
ASG Customer Performance Data Synchronization from ASG  
Lead Synchronization with Pardot  
CTI integration with InContact  
Quote & Order Data Synchronization with SteelBrick  
Salesforce for Outlook

Data Migration Scope

Customer & Associated Product (around 23,000)  
Customer Prospect (100,000)  
Customer Contact Data  
ASG Customer Performance  
Historical Case Data

IBM

Global Business Services/Senior CRM Salesforce Solution Architect  
and PM

August 2013 - September 2014 (1 year 2 months)

North America

CRM Functional/Solution Architecture  
CRM Strategic Scoping and Implementation Roadmap  
Commercial Processes Innovation  
Marketing campaign optimization  
Project Management with an Agile Approach  
Customer Journey Murals

## Change Management with Sales and Marketing Staff

CRM SFDC Solution Architect and PM in diverse projects in Europe, Israel, Canada, USA and Mexico.

## EMPRENDOR

CEO @ Emprendor, Inc.

August 2005 - July 2013 (8 years)

Vancouver, BC / Houston, Tx

An international business development professional with extensive experience of multi-industry marketing. An accomplished revenue builder, skilled communicator and negotiator.

- Entrepreneur who grew the business from start-up to millions in annual sales through effective

business planning, creative sales techniques, and innovative marketing.

- Developed a profitable management consulting firm and an effective business education practice.

Responsible for marketing services, recruiting personnel, training consultants and managing projects.

- Recognized by clients and colleagues as a consummate professional with a high degree of

personal integrity. Known for a contagious passion for excellence, a talent for resourceful business

solutions, and a capacity for motivational leadership.

- Possess outstanding communication and presentation abilities. Effectively market

tangible/intangible products and services; skilled in persuasive presentation and profitable

negotiation. Offers excellent customer relations skills.

## WebTech Wireless

Independent Senior Management Consultant and PM

April 2008 - April 2009 (1 year 1 month)

New Market Introduction/ International Joint Venture Management/ CRM / Contact Centre Development and Management

Export and provision of GPS products and subscriber services to various industry and government vertical markets served by the customer (a large insurance company). The joint multi-organizational effort included managing

a wireless vehicle services solution that provides GPS, wireless technologies, and internet to connect back office data and fleet operational data. The industries served included personal automotive; transportation; government; waste management; construction; utility and business services sectors. The project included the management of the sale cycle of products through resellers and/or agents.

### University of San Diego

Executive Faculty for Corporate and Professional Education  
November 2005 - December 2008 (3 years 2 months)

Training and Implementation of a PMBOK-based Methodology in Different Manufacturing Capabilities. PM training for more than 150 top and middle managers and coaching more than 30 projects to be implemented in corporate offices and diverse manufacturing facilities.

International distance education consultant and executive instructor.

### SBS Swiss Business School

Visiting Professor of International Marketing  
October 2001 - December 2005 (4 years 3 months)  
Zurich, Switzerland

Visiting Professor in the MBA program

### CAAI, Inc.

CEO @ CAAI, Inc.  
April 1987 - July 2005 (18 years 4 months)  
LATAM

Top Management consultant in Latin America (Mexico, Costa Rica, Honduras, Panama, Peru, Brasil, etc). World wide pioneer in the fields of Business Intelligence, Business Process Reengineering and Customer Relationship Management. Other competencies and fields of expertise in areas related to Business Transformation and Repositioning, Supply Chain Management, Business Process Innovation, Marketing Strategies Design and Implementation, Call Centre Design and Implementation, Project Monitoring and Evaluation, Lean Manufacturing, ERP Implementation, Change Management, Reinventing HR Functions, Corporate Universities, Reinventing the Government, Executive Information Systems and Knowledge Management, among others.

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Tecnológico de Monterrey  
Dean of the Business School  
1982 - 1987 (5 years)

Toluca

Dean of one of the most prominent LATAM Business Schools and having been in charge of an academic administration of several interdisciplinary groups of professors, advisors, and administrative staff, in charge of:

- introducing several departmental programs and curriculum;
- maintaining the various colleges of study and
- manage the most successful expansion program in target markets

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## Education

University at Buffalo School of Management, The State University of New York

MBA, IT, Marketing

Salesforce University

Salesforce.com Authorized SFDC Consultant Level II Sales and Service Cloud, CRM

Monterrey Institute of Technology

Bachelor's Degree, Management Information Systems, General