

# Vernon Keenan

## **Salesforce Developer/Architect**

Oakland, CA 94618

[VKEENAN@GMAIL.COM](mailto:VKEENAN@GMAIL.COM)

5106791900

Draw from the decades of thought leadership, technical expertise in cloud computing and Internet-based business operations.

Vernon Keenan approaches a Salesforce challenge with a background that combines management consulting, technical expertise, current coding experiences, and communication skills.

Use Vernon Keenan's expertise to cut through any architectural issue, learn how to accelerate work with DevOps expertise, work out the backend details on a fintech challenge, or to learn how to extend your Salesforce platform with Go.

Authorized to work in the US for any employer

## Work Experience

---

### **Independent Contractor**

Self-employed - Berkeley, CA

February 2021 to Present

Vernon Keenan is available as an independent consultant for Salesforce developer jobs, Salesforce administrative and ETL challenges, Salesforce architectural consultations, and sales consulting.

### **Developer/Architect**

Taxnexus, Inc - Berkeley, CA

April 2018 to Present

Vernon Keenan implemented a geo-tax database for several tax domains including merchandise, cannabis, SaaS, and telecom. As the Full Stack Engineer on the project, Mr. Keenan simultaneously coded features in the backend while using them in the frontend.

He created a commercial-grade server cluster with developer-ready REST APIs. The backend is written primarily in Go, with customer data and the US Census-derived geospatial database stored in Salesforce. Devops techniques and custom CLIs migrate Salesforce data into in high-performance Go and Docker clusters.

### **CEO**

Telnexus LLC

July 2012 to Present

Vernon Keenan runs a telecom business on Salesforce. They use a custom Quote to Cash telecom billing system written by Vernon Keenan. Many Salesforce features have been used including: CRM, Custom Objects, Apex, Process Builder, Workflows, Flows and Visualforce.

Vernon Keenan wrote a pixel-perfect PDF generation system using a PHP application server, enabling Telnexus to drop Conga as a rendering system. Vernon Keenan implemented telecom tax, financial objects and ERP workflows using Salesforce native features.

### **Owner**

Berkeley Logic

March 2007 to July 2013

A small Berkeley-based IT consulting services company. Customers are primarily small business in light industry, scientific, engineering, or biotechnology.

### **Senior Staff**

LMi.net - Berkeley, CA

January 2004 to February 2007

General manager for System Integration Services. Supervised Internet server operations and end-user implementations.

### **Sr. Industry Analyst**

Keenan Vision Inc. - San Francisco, CA

1998 to 2002

Keenan Vision was a leading industry analyst firm that specialized in small business markets, dynamic pricing models, and the macroeconomic impact of e-commerce on the US economy. Mr. Keenan was known as a global thought leader on B-to-B commerce and Internet marketplaces and was cited in many textbooks and other publications.

### **Consultant**

Salesforce - San Francisco, CA

March 1999 to April 2000

As an industry analyst, I was hired by Salesforce.com to write a whitepaper and to provide input on strategy and product development.

### **Consultant**

Merrill Lynch, Global Wealth Management - Princeton, NJ

1998 to 2000

Mr. Keenan worked at a management consultant and industry analyst for Merrill Lynch. He reported to the entire corporate IT governance committee, including Vice Chairman John Steffens. He prepared a report advising termination a \$1B software development project (which they did). Mr. Keenan was also a technology scout for the committee and organized several VC-style beauty pageants for the committee in the USA and Europe.

### **Industry Analyst**

Zona Research - Redwood City, CA

1997 to 1998

Provided the IT industry with timely analysis of important trends and developments. I was responsible for developing e-commerce strategy when it was just a new idea.

### **Senior Manager Business Development**

Oracle - Redwood Shores, CA

1995 to 1997

In the global marketing group, Vernon Keenan was responsible for recruiting software developers into the new Web Application Server. Other positions held at Oracle include Product Marketing Manager for the same product.

### **Manager, User Services**

Genentech - South San Francisco, CA

1986 to 1990

Mr. Keenan founded the computer user services department and helpdesk functions when the company was growing from 500 to 1000 employees. Other work at Genentech included UNIX server operations, working with SAS for biostatistics, clinical research protocols, Good Manufacturing Practices (GMP) and other biotechnology support functions.

### **Instructor**

Northwestern University - Chicago, IL

July 1983 to September 1984

In the early days of personal computer adoption, Vernon Keenan authored and taught an original for-credit course called "Computer Literacy" for the School of Nursing.

### **System Administrator**

Northwestern University - Evanston, IL

1981 to 1984

Worked as a Database Administrator for the Vogelback Computer Center. Also supported users on statistics and database applications using DEC VAX minicomputer and CDC Cyber 6600 mainframe computer.

## Education

---

### **BSc in BME, Biomedical Engineering**

Northwestern University - Evanston, IL

September 1977 to June 1986

### **Diploma**

High School, College/University Preparatory and Advanced High School/Secondary

1975 to 1977

## Skills

---

- Telecommunications
- Management
- Integration
- Entrepreneurship
- Strategy
- Start-ups
- E-commerce
- IT Strategy

- Fintech
- ERP
- US Sales and Cannabis Taxation
- Distributed System Design
- IT Strategy
- Salesforce
- SaaS
- Telecommunications
- VoIP
- Business Development
- Cannabis Regulatory Affairs. Business Development
- APIs
- Git
- JavaScript
- Microsoft SQL Server
- REST
- SQL
- Tax accounting
- Go
- JavaScript
- JSON
- SQL
- Microsoft SQL Server
- SQL Server Management Studio
- IT management
- MySQL
- XML
- Linux
- Business Requirements
- Bootstrap
- WordPress
- CSS
- Analysis skills (10+ years)
- HTML5
- TypeScript
- Cloud architecture
- AWS
- Cloud infrastructure
- Go
- APIs

- AWS
- Node.js
- PostgreSQL
- Databases
- Relational databases
- GitHub
- CI/CD
- Software deployment
- Web services
- Software development
- DevOps
- Sales support
- Pre-sales
- SDLC
- Release management
- Azure
- Unit Testing
- Test Cases
- Cloud Computing
- Back-end development (10+ years)
- Application Development (10+ years)
- Scripting

## Links

---

<http://linkedin.com/in/vernonkeenana>

<https://vernonkeenana.com>