**Gene Sheyn**

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**Qualification Summary** I am an IT professional with extensive experience in all stages of SDLC. Architected enterprise wide solutions, managed daily/nightly batch operations, worked as a manager, project manager, business analyst, lead developer, and consultant.

**Skills & Expertise**

*Supervisory & Project Management & Business Analysis Skills*

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| * Worked in Product Ownership role as Informatica Cloud “product owner” for entire NY Life Insurance Company. Wrote requirements, supervised team of developers & consultants, oversaw upgrades
* Worked as a Lead Architect & Developer in numerous technology areas, such as CRM, Web Development, Data & DataMart design, Enterprise ETL, Enterprise scheduling , and more. Lead research & pilot projects, coordinated development effort, user acceptance, and signoffs. Was responsible for knowledge transfer, and staff training
* As a PM and BA, presented to business community and management, wrote requirements & documentation, conducted business & IT planning. *Fluent in Waterfall and Agile methodologies*
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*Technical skills (Hands on experience in each category listed below)*

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| * CRM – Salesforce API Integration, Classic/Lightning development, APEX, Visualforce, JavaScript, HTML, JQuery, Node.js, Bootstrap
* Data - Warehouse & DataMart design, Oracle/PL/SQL, SQL Server/Transact-SQL
* Microsoft Tools - .Net Studio, C#, VB, MS Access/Excel/Word VBA Scripting
* Enterprise Schedulers - IBM Tivoli & CA D-Series
* Reporting - Business Objects/Business Views/Crystal Reports
* ETL - Informatica Cloud Admin & Development, dataloader.io, DataStage, more
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*Financial Industry Experience*

* Worked for investment banks, fixed income shops, mutual fund companies, commodity traders, insurance companies, and retirement firms.
* Supported trading floor and sales operations, managed client accounts
* Have extensive understanding of various areas of financial industry.

**Work History**

**Macquarie Capital (USA) Inc., Salesforce Consultant***, March, 2018 – Current*

Lead Architect/Developer for US transaction management system that controls entire US originated investment pipeline. Solution tracks each individual investment opportunity through all stages of sales process. It keeps track of sales team activities and related items such as internal and external teams or counterparties. It provides senior management with current snapshot and racetrack view of whole pipeline, or each individual deal, as well as performance view of sales teams, and each individual sales team member. My Duties & Projects,

* Vendor Management -Architecture and Code review of vendor supplied solutions & enforcement of best practices
* Integration - using Restful API Callouts integrated Salesforce with NewsAPI.org (News Alerts), FXRates.com (Current FX Rates) Microsoft Outlook (Outlook Meetings Import)
* Security - Shield data encryption implementation, SSO Implementation
* Org Migration – Wrote business & technical requirements for merging existing US solution into newly developed Org that will unite various business units across US, Europe, and ANZ regions
* Technical risk assessment –Oversaw critical releases and product upgrades, installed/upgraded/removed managed packages and other thirdparty resources
* Daily Upkeep – APEX Classes, Scheduled & Batch Job Apex , Visualforce Pages/Components, Lightning Pages/Components, Email Templates, Validation & Flow rules, Processes

**Oppenheimer Funds Inc., Salesforce Consultant***, March, 2017 – December, 2017*

Worked on migration of existing ‘Sophisticated Client’ CRM system from Salesforce Classic to Salesforce Lightning Experience. Specifically, developed new Lightning Aura components based on Lightning framework and Salesforce Lightning Design System.

* Performed work effort & scope analysis, development & deployment
* Integrated UI & external data sources (relational databases) utilizing web services
* Was responsible for data loads/cleansing/transformation
* Worked on Salesforce1 mobile functionality

**New York Life Investments, Project & Operations Manager/System Architect/Senior Developer,**

*December, 2003 – November, 2016*

*Salesforce/ICS Duties*

* Integrated Oracle DataMart with Salesforce via Informatica Cloud. Supervised and provided direction for team of consultants in regard to pilot projects and later enhancements. Managed daily flow of data between systems. Supervised Informatica Cloud upgrades and overnight support team *(Multi-year effort with numerous modules and enhancement phases, integrating various systems/databases, 50+ daily feeds, serving several business functions such as Opportunity & Pipeline management, or Marketing Analysis and Reporting)*

*Salesforce/ICS Expertise*

* Database Essentials (Standard & custom objects, custom labels & settings, formulas & validations)
* Database Security (Profiles, permission sets, sharing model)
* APEX (triggers, classes & test classes) & Asynchronous, dynamic, transactional APEX
* Visualforce, JavaScript/HTML, JQuery & other frameworks
* SOQL & SOSL Queries & APIs (Bulk, SOAP/Rest, and others)
* Informatica Cloud (admin & ETL development), Eclipse IDE, Workbench, Ant utility

*Other Duties*

* Architected/developed Oracle Data Warehouse & DataMart to consolidate various data feeds and supply Salesforce with data (Oracle/PL/SQL)
* Developed Revenue Disclosure Statements & Annual Fee letters sent to Plan managers via mail. Wrote requirements, managed UAT and move to production. Trained junior members of IT team regarding support & future enhancements (VB6, ASP .Net, C#, MS Word VBA)
* Architected MS Excel analytical tools and supporting data structures to enable business to perform Sales and Marketing analysis. (MS Excel VBA)
* Managed Business Objects, Business Views. Administered Crystal Report schedules.
* Managed batch conversions (100+ schedules/450+ jobs) from IBM Maestro to CA DSeries. Maintained performance & delivery of daily/nightly batch.
* Consistently met deadlines and requirements for all production work orders.

**Alliance Capital, Operations Manager/DataMart Specialist/Senior Developer,**

*September, 1999 – February, 2000 & November, 2001 - November, 2003*

* Managed Microsoft Analysis Services that supplied data for trading floor (SQL Server, Transact-SQL)

**Deutsche Bank,** **Consulting,** *NY, NY*, *August, 2001- October, 2001*

* Developed financial reports & statements (Crystal Reports & SQL Server/Transact-SQL)

**Amerada Hess Corporation, Consulting,** *Woodbridge NJ, April, 2001 – August, 2001*

* Developed contract pricing worksheets submitted to commercial Real Estate clients (MS Access/VBA)

**Education**

**Bachelor of Science, Computer Engineering** New Jersey Institute of Technology, 1996-1998

**Associate Degree, Electrical Engineering**

Tashkent Electro - Technical Institute of Communication, USSR, 1991-1993

**Salesforce Certified Administrator**