



Avdiel Canó



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Salesforce Project/Program Manager and Solution Architect

☑ Sharp Salesforce.com Project Manager | Program Manager | Business Analyst | Solution Architect and Sales Operations Professional with over 10 years' SFDC experience including organizations of over 25K user licenses - Complete Salesforce Implementations, Integrations, Process Automation, CPQ, CLM - Sales, Service, and Marketing Cloud.

☑ A unique mix of SFDC Solutions Analysis, Business Acumen, Relationship Building/Management, Sales Management, Marketing and Media Skills rarely found in one individual, along with extensive Project/Program Management experience.

☑ Enjoying this great background helps to better understand (above most professionals) an organization's needs out of its cloud solution in order to be much more successful in less time and with faster user adoption.

☑ Project Manager (Agile/WF)

☑ Sales Operations Professional

☑ SFDC Lightning Specialist

☑ CRM Program Manager

☑ SFDC Business Analysis

☑ LEX Roll-Out Expert

Helping business organizations reap full rewards of their Salesforce implementation while streamlining their current sales/business processes toward excellence and helping their team(s) generate more revenue with a faster/easier to use, data-driven, and automated cloud solution.

Detailed Hands-on Skills and Consulting Experience (11-Years' Experience):

- 15+ Year Experience - **Agile and Waterfall Project Management** with formal training (Certificate) and extensive hands-on.
- 11-Year Experience with (15) SFDC Full-Cycle System Implementation and Deployment with organizations of **up to 25K Users**
- Above average understanding of sales and **business processes** and great ability to translate requirements into viable application functionality that foster quick and easy user adoption.
- Responsible for the day-to-day Project Management Operations of more than 15 complex Salesforce.com implementations used by key business units and end-users. Experience soliciting, gathering, and analyzing user input and requirements. Experience documenting user stories and creating to-be process flow diagrams. Experience collaborating with business stakeholders.
- Participate/Conduct key meetings with clients including requirement sessions, system demos, user acceptance testing, and end user training. Develop user stories and to-be process flows to support the design and development of Salesforce solutions. Strong presentation, communication (written and verbal) skills, and interpersonal skills.
- Demonstrated proficiency with Salesforce.com platform and services including **Lightning Experience, Sales Cloud, Service Cloud, and Marketing Cloud**.
- Devise **Business and Sales Automation** strategies using **Process Builder**, Workflows, and Triggers.
- Aid and accelerate sales efficiency by creating comprehensive **Sales Flows** in Lightning Experience to help inside sales teams obtain more predictable success during **sales cycles**.
- Creation of complex media and web-analytics-driven reports, including **dynamic reports** and its corresponding visual dashboards for different teams and stakeholders.
- **Help executive teams** optimize and/or create comprehensive Sales Territory Planning, Sales Quota Models and Sales Forecasting Management schemes.

Education & Training

- Marketing & Advertising Production Management - "New York City College Of Technology"
- Project Management Professional - "The George Washington University"
- Leadership and Management Training - "Bowne University"
- How to Deal with Difficult People - "Bowne University"
- Trust and Teamwork - "Right Management Consultants"



Salesforce Badges | Certifications

More than forty (40+) badges from Salesforce, including a SuperBadge for [Lightning Experience Specialist](#).

Badges and Trails include - Advanced, Intermediate and Beginner Admin, Lightning Experience Specialist (Superbadge), Lightning App Developer, Platform App Builder, Business and Process Automation, Reports and Dashboards Expert, Mobile App Rollout, Mobile App Customization, Data Security, Data Management, Data Modeling, Sales Cloud Productivity, Agile Methodology, and more.

Management badges: Hiring Best Practices for Sales Teams, *Sales Territory Planning, Forecasting, and management, as well as Sales Collaboration.*

Certifications:

Options: Advanced Administrator - Platform App Builder - Sales Cloud Consultant - Service Cloud Consultant - CPQ - CLM

Recommendation

"Avdiel just completed his work at Pearson Technology. He was focused on driving our Salesforce Lightning conversion across the globe. He is excellent at working directly with the business and technology. Avdiel also excels at managing the deliverables, ensuring timelines are met and create training for our users. Avdiel is definitely a prime project manager!"

Gabriele Bauman

Vice President at Pearson

Work Experience (Including Some Consulting Projects)

iRhythm Technology – Medical Device Technology 2019 – Present (SF, California)

Principal CRM Project Manager (Contract) – Salesforce Lightning Migration | Managing the corporation's global systems consolidation initiative to smoothly and efficiently migrate their global CRM operation into Salesforce Lightning Experience. The project embraces a full migration from Salesforce Classic into Salesforce Lightning Experience for Sales Cloud, and Service Cloud and adapting all processes, business logic and packages already in use, from **Telephone to Marketing to Analytics** and more.

Pearson Education – Education Management 2018 – 2019 (RTP, North Carolina)

Principal CRM Project Manager (Contract) – Global Salesforce Migration | Managing the corporation's global systems consolidation initiative to smoothly and efficiently migrate their global CRM operation into Salesforce Lightning Experience. **Impacting over 25 thousand users globally**, the project embraces a full global migration from Salesforce Classic into Salesforce Lightning Experience for Sales Cloud, and Service Cloud and adapting all processes, business logic, Enterprise Territory Management/Forecasting and packages already in use, from CPQ to Marketing and Communications, to Analytics and more.

Sodyo LTD – O2O Solution for TV Broadcasting 2017 – 2017 (Israel)

Director of Sales – North America & LATAM | Directed product positioning and sales within the most demanding territories; North America and all Spanish speaking countries in South America, Europe and the Caribbean (LATAM). Worked together with the VP of Marketing to help coordinate lead generation strategies and marketing experiments. Hunt, Close, Nurture & Farmed partners: ESPN, HBO, Televisa, Univision, Disney, QVC, TV Azteca, Fox, Telemundo and more.

Vidooya LTD – Video Content Marketing 2015 - 2018 (Israel)

Co-Founder | Product idea development and execution as well as project management for all initial aspects of product development, application development, and design.

Salesforce Administrator - System implementation, process enhancements and full administration/development duties.

DefinitiMedia - Mobile Ad Network 2013 – 2014 (Israel)

Senior Sales Manager | As the sole Sales Professional for the network, established the company's revenue base (\$850K/Month) which led to a successful M&A.

Salesforce SME - System implementation, process enhancements and full administration/development duties.

Helped position the network as a prominent player in the Mobile Performance Arena by engaging and closing B2B contracts in the following regions: North America, EMEA, and LATAM. Sold to Crossrider, Plc.

H&A Partnership, LLC 2007 – 2012 (NYC)

Founder - General Manager | Founded and managed this full-service online lead generation agency, mostly dedicated to the REI vertical, helping clients maximize their property and minimize losses via Short-Sales.

Salesforce Administrator - System implementation, process enhancements and full administration/development duties.

Established legal, closing, and investment teams and worked with the bank's REO departments to close more than 100 transactions.

Bowne & Company 2001 – 2003 (NYC)

Client Services Project Manager | Hired to turn around key client relationship (Dreyfus Corporation), improve the production and quality of financial statements by leading this \$4MM yearly project, with an internal/client team of 20+ programmers, developers, and production personnel. Provided overall supervision for the project leading to 85% reduction of production errors while raising the profit value to 70%. Capitalized on project's success and utilized solution selling and partnership building techniques to help land a bigger account with newly acquiring company Mellon Bank for an opening yearly contract of \$18MM.