**GEORGE HUENE** geo@aeoflex.com **+1-312-656-2944**

Salesforce Consultant / Architect / Developer / Manager / Lead

**PROFESSIONAL SUMMARY**

George has been working with the Salesforce and Force.com platform for the past 15 years as a Certified Salesforce Partner, Salesforce Solution Architect, Technical Architect and Senior Developer. He has functional and technical management skills and interacts with business to gather requirements and prototype proof of concepts. George has experience working with onshore and offshore teams, best practice development in Salesforce and Force.com, deployment and release management.

George has experience with Sales Cloud, Service Cloud, Marketing Cloud, Salesforce CPQ/SteelBrick, Zuora, Apttus CPQ/CLM, Salesforce Communities, Commerce Cloud/CloudCraze, UI and mobile development, Health Cloud, Field Service Lightning. He has experience with development lifecycle, repositories, and best practice/Center of Excellence governance of Salesforce in an organization and CoE practice. He has been engaged in over 40 Salesforce projects over the past twelve years with various scope and complexities across Salesforce feature set and the project lifecycle.

* AngularJS, Bootstrap, NodeJS, Javascript/JQuery, Visualforce using Communities and Force.com Sites, SLDS, Lightning Components (Aura), Lightning Connect.
* Presentation mashups to backend customer transaction data, charts, content, HTML5 video, lookups to product catalogs, order entry. Creating Visualforce pages and Salesforce data to external webpages.
* EAI/ESB experience consuming master data from SAP and MS-SQL, working with tools such as Cast Iron, Mulesoft AnyPoint, Informatica Cloud, Demand Tools, Relational Junction, Talend, iBolt, RSSBus, Boomi, SnapLogic, Jitterbit, Scribe, CozyRoc, Menticorp, etc. for migration, replication, integration/synchronization, and transformations.
* Contracts, Agreements, Registrations, E-Commerce integrations (i.e.: DocuSign, Authorize.Net). Xactly Sales Incentives.
* Implementation and development experience with third-party applications and Salesforce: Apttus, Steelbrick, Financial Force and Kimble PSA, Marketo, Eloqua, Pardot, ExactTarget, Twillio, ServiceMax, Glovia, Conga, Qlikview, Amazon AWS, Vlocity
* Integration using native desktop and ERP connectors, including Microsoft Outlook, Google Apps.
* Tools to extract, transform and load data from and to Salesforce via real-time and batch interfaces; stored procedures in SQL to normalize flat files across multiple objects in Salesforce. MS-SQL DBA Certification.
* Consuming WSDLs via SOAP API, HTTP callouts, and REST-based. Creating webservices in Salesforce to integrate and improve security over native SF BULK/SOAP API.
* Softphones, Open CTI, CTI Dialers, SMS Integration
* Data cleansing tools including Data.com, mastering customer data in Siebel, DUNS integration; DemandTools for deduping, reassigning, converting and backing-up records, enrichment with Data.com and D&B Optimizer.
* Experience with governor limits including those that require use of batching, bulkifying, and scheduling.
* Unit testing governor limits including Test.startTest () and Test.stopTest ().
* Working with DocuSign and EchoSign to send forms to customers and partners for electronic signatures. Triggers to update status fields in Salesforce, notifications, workflow, and approval processes. For example, an Affiliate URL that the partner sends out to their contacts. The URL pulls up a Visualforce page using Force.com Site. The partner’s end user completes the form, which sends a service agreement to the end-users for their e-signature. Security to store data in a validation custom object, which fires a trigger to populate a partner lead custom object; then erases record from the public-facing validation object. Sales rep is notified, clicks the Approve or Duplicate button on the partner lead, which triggers creation of an Account, Contact, and Service Agreement record in Salesforce.
* Junction wrapper objects to enable use of Document Types on Feed Items.
* Activity management, custom case management and custom Console, compound views.
* Daily demos using JIRA Agile for managing user stories and developer and QA tasks. Confluence for Wiki collaboration/documentation.
* Helper Handler classes to consolidate triggers on objects.
* Continuous integration Jenkins, ANT scripts/migration tool. Repo & Version Control with GIT, Bitbucket, SVN.
* Analytic Snapshot, Aggregate Results, SF Content, SSO, Person Accounts, Role Hierarchy, Profiles, Mobile Apps (Salesforce1), AppExchange ISV, Eclipse Packaging and Build XMLs, Multi-Currency and Translation Workbench, Canvas Apps, Database.com, Data.com, Chatter, Lightning Connect and Lightning UI.
* Experience with ObjectiveC iTunes app development and deployment with test flight, and AppExchange development and deployment of Salesforce and Force.com apps.

George is a Salesforce SME who has also worked internally at Salesforce to implement Marketing Cloud at Salesforce. He has experience across project lifecycle from inception/kick-off, requirements gathering, business process optimization, prototyping and proof of concept development; solution and technical architecting; preparation of functional and technical specifications; development of pages, controllers, triggers and classes, including Lightning components; test scripting, unit testing, system testing, performance testing, security testing, UAT testing, user and administrator training, application support, assessments, integration patterns, strategy/management consulting. George has more than 15 years of experience with CRMs and 25 years of IT experience in general. With the variety of implementations over the years, George has accumulated knowledge, deliverables, and best practice for how to approach a new project to ensure successful use of the Salesforce product as measured by user adoption, security, performance, data quality, scalability, and the ability to develop business solutions rapidly on the platform with experience managing Salesforce projects as well.

**EMPLOYMENT HISTORY**

**Aeoflex Technology Group**, <http://aeoflex.com/clients>

**Salesforce Consultant / Architect / Manager / Developer / Lead**

**January 2008 - Present**

Architect and developer of salesforce, marketing automation, order entry, and customer service solutions. Proficient with Apex, Visualforce, Web services, Salesforce and Force.com; Center of Excellence and Governance. Clients include:

* **Baker Solar, SCA (Sweeping Corp of America)** – Field Service Lightning FSL implementation to dispatch installers and technicians; setup of tablet devices in trucks including IAM (Azure AD SSO and MFA authentication using Yubikey/Deepnet/Protectimus Slim NFCs)
* **Prosciento, MJ Life Sciences** – Field Service Lightning FSL implementation to dispatch installers and technicians
* **ConnectWise** – Supported and led internal Salesforce Practice CoE with placement of nine Salesforce resources to advance Salesforce mission critical initiatives; Setup of Salesforce Marketing Cloud automation, journeys, and integration with Salesforce for lead, opportunity, and campaign management; custom lightning components
* **Banfield** – Salesforce Commerce Cloud SFCC/SFRA implementation; integration with Sitecore CMS and ForgeRock IAM, Product Catalog, Payment Gateway, Order Fulfilment, Clinic Scheduler and Picker; Served as Architect, Client-facing solution and technical architect and Tech Lead for 10 front-end and back-end developers
* **Habitat for Humanity** – Setup of internal Salesforce Practice and Center of Excellence CoE to support BAU (Business as Usual) and Salesforce initiatives around Non-Profit Success Pack and Marketing Cloud
* **IAAI** – Salesforce Customer/Partner Community, Webservice to consumer vehicle purchases with proxy bidding, lot bidding, auto-bidding workflow
* **Texas Health Resources, Guardant Health, First Midwest Bank** – Financial Services Cloud, Health Cloud implementation, Field Service Lightning, Salesforce Marketing Cloud, Sales Cloud, Service Cloud, CTI, Data Cleansing/Migration, Community Portal, Salesforce Lightning application/components for physicians and pharma rep access from mobile devices, Mulesoft/Teradata/EPIC integration
* **Terlato Wines, West Monroe Partners, Fike Manufacturing, Royal Canin, Anheuser Busch, VectorVest** – Field Service Lightning (FSL), Sales Cloud, Service Cloud, CTI, Data Cleansing/Migration, Xactly, Community Portal for Distributor access with Demandware Commerce Cloud, Salesforce Lightning Migration, LMS, Peak Commerce, Zuora CPQ/Billing for digital asset subscriptions and entitlement management. Mulesoft/iPad integration.
* **JDE Coffee** – Implementation of Apttus CPQ with complex Product & Pricing requirements for multiple sales organizations and product translations
* **Optum/United Health Group** – Implementation of Salesforce Health Cloud, Field Service Lightning, Service Cloud, Salesforce Communities, Custom Lightning Components development, Integration with various backend systems, Salesforce Marketing Cloud implementation, Github and Jenkins deployment, Team of 20 assisting as Solution Architect. Application for House Calls with thousands of practitioners getting deployed with FSL to perform hundreds of thousands of house calls per year.
* **Anthem Insurance** – Implementation of Vlocity Insurance & Financial Services and Salesforce
* **Olympus America** – Worked with Apttus to extend capital product quotes to include CPQ for service products with complex workflow and approval processes for amending, renewing, and extending contracts
* **Avery Dennison** – CloudCraze eCommerce and Salesforce Partner Community initiative
* **ComEd/Exelon, Sunfinity Solar** – Custom application for energy efficiency division, call center wizard, service finder portal, and back-end integration. Pardot/Marketing Cloud, Campaign Management, Lead Management, Salesforce opportunity management.
* **Salesforce** – Subject matter expert and solution architect for large internal Eloqua/Marketing Cloud initiative.
* **Safelite Auto Glass, American Century Investments, Healthcare Financial Management, Highmark Insurance** – Employee Portal using Salesforce Community, Eloqua integration with Salesforce, Visualforce Dashboard to extend Member Nation, Medicare Application project using iPad tablets for insurance agents. Avaya to SFDC Call Center Dashboard (Call Volume & Referral Projections dashboard) Service Cloud implementation. Salesforce Pardot, Engagement Studio, and Marketing Cloud rollout and development. Lightning Connect & Components.
* **Triton Digital, CCHSFS, Crain Communications** – Apttus, InvoiceIT, SteelBrick with DocuSign API integration and VF rendering to PDF. implementation and optimization including SAP integration and Salesforce Marketing Cloud.
* **Bio-Rad** – ServiceMax implementation using mobile iPad and Android devices including mobile and offline access on Salesforce Lightning platform.
* **J.P. Morgan Chase** – Visualforce landing page development, custom webservice development, Apex triggers, helper classes; major assessment of Salesforce within virtual card division. Sales load automation, marketing automation, lead scoring with Pardot, Eloqua, email relay setup, single sign-on.
* **U.S. GSA/DCM** (gsa.gov, mayor.dc.gov)– developed Google mapping integration, Service Cloud heat map development, event management and marketing automation in Salesforce with ExactTarget and EventBrite.
* **RISI** – Major data cleanup and migration initiative in Salesforce and MySQL back-end using Demand Tools, PHP, and Apex.
* **Monster Worldwide** – multi-thousand worldwide roll-out of Salesforce, Apttus CPQ, Informatica; substantial Salesforce integration development; multi-vendor management; Salesforce deployment, Perforce.
* **GE Healthcare** – developed custom case management, portal, approval process and workflow solutions.
* **Johnson & Johnson –** company-wide rollout and integration effort using Salesforce, Teradata and Informatica to present complex account hierarchy and sales history; analysis and activity management; major collaboration initiative with Chatter, Salesforce1, and Visualforce customization.
* **JDA** (Software Supply-Chain) – Apttus contract management, agreements, subscriptions, and management of renewal cycles with Visualforce and JS validations.
* **Monsanto** – Project work with SAP ECC and Glovia in Salesforce for sales order and inventory management, web service callouts to Cast Iron for consuming inventory data not persistent in Salesforce, in addition to product hierarchy and custom UI development and workflows in Salesforce.
* **Constellation Brands** – field rep application with Salesforce1 and Android and iPad tablets; custom Visualforce and Salesforce1 mobile to display activities for the day, directions with Google mapping API to display ‘customers nearby’; ‘recap email’ to manager with picture upload using HTML5 to compress images/thumbnail.
* **Georgia Pacific** – optimization of existing Salesforce environment and assistance in the setup of internal Salesforce team after hand-off from a large Salesforce vendor.
* **Equifax** – connector development between Salesforce and Equifax; assistance to professional services division.
* **Millennium Trust** – development of partner portal, marketing automation, integration to back-end account holder information, document and content managementgvh.
* **CommVault** – extensive Salesforce development in major roll-out of Salesforce to a worldwide channel partner community; Cornerstone learning management system, sales methodology initiatives, and Agile/SCRUM project management.
* **Coca-Cola** – application migration from Lotus Notes to Salesforce including Force.com custom cloud development with complex workflows, approval processes, custom UI/HTML5 development, campaign and event management, Content, Communities, and Single-Sign On.
* **Easy Financial** – Loan Application System (LAMS), schedulers, collection management, activity management, case management, ININ auto-dialers, Twilio SMS, email relay, CTI integration, console tab, dynamic list views, view and edit page development.
* **Gigi’s Playhouse** – major nationwide deployment of Salesforce to replace Donor Perfect. Development of volunteer management application in Salesforce.
* **Encore Financial** – FinancialForce, Eloqua implementation with Salesforce.
* **Coyote Logistics** – account hierarchy, .NET integration, Chatter and customization of many out-of-box features for sales cloud implementation; formulas, record types, and integration with transactional data.
* **Apollo Global, BPP.com, Deltak, Easybracket, and WMG** – worked with Force.com Sites to manage students, classes, product catalogs and ecommerce shopping cart integration via Quantum and Authorize.net.
* **CareerBuilder** – led the roll-out, migration and development effort from Pivotal .NET to Salesforce CRM.
* **Sonova/Phonak** – worked with multi-currency, multi-language, and SAP R/3 integration.

George has experience with call center, CTI, live agent, field service applications such as Field Service Lightning, ServiceMax, Vlocity for insurance, financial services, energy, and communications, Sales Cloud experience including product and pricing batch interfaces with SAP MM/ECC and SAP PO. George has experience with marketing automation solutions using Salesforce Marketing Cloud, Pardot, SendGrid, Mandrill, Amazon AWS/S3, and Heroku. George has experience with Commerce Cloud, Partner, Customer, and Employee Communities Portal Development, Commerce Cloud, CloudCraze, Salesforce CPQ, Apttus CPQ/CLM, Zuora CPQ and Billing for Subscription business model, Web Service development, landing pages, integrations, and data load automation/cleanup. George is typically engaged in 60% technical Salesforce development/architecting and 30% functional engagement with business, project management, managing offshore development teams. George has worked with non-profits to develop donor management, event management, volunteer management, POS, fundraising and auction management application/integrations.

**Telpoint Communications**

**CRM Consultant / Administrator / Engagement / Project Manager**

**October 1998 - December 2007**

* Call Center Systems, Unified Communications, Unified Messaging, Microsoft Exchange, Dynamics CRM, Great Plains, SharePoint, Goldmine, Salesforce

**Digital Network Development**

**CRM/CTI/Call Center Consultant / Administrator / Engagement / Project Manager**

**January 1993 - October 1998**

* CTI telephony, unified communication, unified messaging, and CRM solutions using Inter-Tel, ShoreTel, Cisco, TeleVantage, GroupWise, Lotus Notes, Microsoft Exchange, Goldmine, Saleslogix, SharePoint, Citrix

**ASD Application System Design**

**Software Developer / Business Analyst**

**January 1990 - January 1993**

* RBase, DBase, FoxPro and Borland applications and reporting for financial service industry

**TECHNICAL SKILLS:**

Salesforce.com EE/UE/PE/NPSP, Financial Cloud, Health Cloud/FSL (Field Service Lightning), Sales Cloud, Service Cloud, SFMC/SMC Salesforce Marketing Cloud / ExactTarget / Pardot / AMP Scripts / Datorama, Salesforce CPQ/SteelBrick, InvoiceIT, Apttus CPQ/CLM, Zuora CPQ Subscriptions, Peak Commerce, CloudCraze, Salesforce Commerce Cloud (SFCC), Salesforce Community Cloud (Partner, Customer, and Employee Portals), Thought Industry LMS, Bambu, DHTMLX, Force.com Platform, Wave Analytics, Einstein Analytics, Lightning Components SLDS Aura, Salesforce1, Mobile Development, Apex, Visualforce, Chatter, Force.com Sites, Data.com, Outreach Sales Engagement, Linked-In Sales Navigator, SalesGenie, Engagement Studio, Database.com, Heroku, AppExchange ISVforce, Social.com, Work.com, Desk.com, Remedyforce, Case Management, Solutions, Articles, Knowledgebase, Live Agent, Open CTI, Genesys, Zuora Subscription Management; Deployment Best Practice, Eclipse Helios Force IDE, Aside.Io, Jenkins Continuous Integration, Source Control, SVN/Subversion, Perforce, GIT/Github, Gearset, Fisheye (for peer review), Jenkins for continuous integration, Bitbucket, Atlassian Jira, Confluence Wiki, Rally, Flowdock, Agile Accelerator, Confluence, Bamboo, Selenium, Provar Automated Testing, ZephyrScale, SymbioTeam, UXPin (for prototyping), Keynotopia, Axure RP7; Glovia Order Management, Inventory Management SAP R3 ECC, NetSuite, IDocs, BAPI, OAuth, SSO, SAML/ADFS (Federated/ Delegated), Siteminder, Ping Identity, Salesforce Identity, EAI & UI Integration, Mulesoft ESB/Anypoint Studio, Relational Junction, Apex Data Loader, Workbench, Informatica, Jitterbit, Talend Open Studio, Cast Iron, DataPower, Visualflow, Cloud-Based Flow, Apex Web Services API, SoapUI, Web API, SMTP/Email Relay, Boomi AtomSphere, SnapLogic, Scribe, CozyRoc, RSSbus, iBolt, Menticorp, Riva Cloud, DreamFactory Snapshot, DemandTools, Cloudingo, DupeBlocker, RingLead, GridBuddy, Qlikview, Actian, Teradata, Cognos, Business Objects, Crystal Reports, AppExtremes Conga Composer, Drawloop DDP, DocuSign, EchoSign, MS Dynamics CRM/POS/NAV/GP, FormAssembly, FinancialForce, Kimball, Mavenlink, Apttus CPQ, Big Machines, SteelBrick, QuoteQuickly, ServiceMax, QuickBooks, RootStock ERP, Twilio, Five9, Nice CTI, ININ Dialers, Vertical Response, Dashcord marketing appointment and event management, ExactTarget, Mail Chimp, Mandrill, SendGrid, Marketo, Eloqua, iContact, Constant Contact, Genius, Act-On, Cirrus Insight, InsideView, Radian6, GeoPointe, FunnelSource, Google App Engine, Taulia, InGenius, ShoreTel Sky, ShipCRM, Zyme ChannelView, Rypple, WorkDay, Jobscience, Xactly, SpringCM, Eventley, Gigya, EnrollmentRx, Replicon, Harvest, Concur, ExpenseWire, SpringAhead, LiveTecs TimeLive, Clarizen, Gantter, Sparx Enterprise Architect, Visualforce, HTML5, CSS3, JavaScript, jQuery, Angular, Boostrap, Ionic, Cordova, JSON/REST, XML/SOAP, Lightning Connect/Builder, Lightning UI, Canvas Apps, Connected Apps for Chatter, Firebug, Checkmarx, Amazon AWS (EC2/S3/RDS/RightScale), Box, Dropbox, Google Drive, Adobe Flash/Flex/Air, Microsoft Office 365, BPOS, AppRiver, Apptix, Emptoris, Treehouse, SharePoint WSS/MOSS/Designer, Skinner, BDC MetaMan, InfoPath, Exchange, Blackberry BES, Android, iPhone/iPad (Xcode/Objective-C/Swift), RhoMobile, Sencha, iScroll, SpringCM Contract Management, OnBase ECM, RightFax, OpenText, Vignette, Laserfiche/Kofax, LiveCycle, PaperPort, eScan-IT, Interspire, Open-Xchange, iMIS, Amicus Attorney, Lawson, Endeca, Aldelo, PPI Global Pay, Authorize.Net, PowerOLAP, Microsoft SQL Server SSAS/SSIS/SSRS, Visual Studio C# ASP.NET, Team Foundation Server, LINQ, Silverlight WCF, Expression, DotNetNuke, PHP/MySQL, Zimbra, RightNow, SugarCRM, Zoho, Siebel, SalesLogix, Goldmine, Microsoft Office, Visio, Mindjet MindManager, MS Access, MS Project, Adobe Photoshop, Illustrator, Dreamweaver, Adobe Genesis, Adobe Online Marketing Suite (Omniture), Hostgator, Wordpress, Joomla, Drupal/Acquia, Plone, Google Analytics, Feedburner/RSS, Citrix MetaFrame/Presentation Server/XenDesktop, XenApps, XenServer, Microsoft Hyper-V, VMware ESX/vSphere, Microsoft Azure, Windows Server 2000-2008, Active Directory, IIS, PowerShell, SMS/SCCM, MOM/SCOM, GPO, WSUS, NetScaler, Quest Migration Manager, DoubleTake, Macintosh, Red Hat Linux, NetWare, ZENworks, PlateSpin Migrate, Cisco R/S, IOS/SDM, CiscoWorks, IDS/IPS, PIX/ASA, ISA, WireShark, SonicWall, CheckPoint, Symantec Endpoint/Enforcer, Altiris, SolarWinds, Uplogix, Backup Exec, BakBone NetVault, EqualLogic, NetApp, SpectraGuard, GeoVision, Call Manager, Unity Express/UC500, Microsoft OCS/Lync, Live Meeting, Webex, ShoreTel, Inter-Tel, TeleVantage, RingCentral, Skype, Fonality, Dialogic, Brooktrout, Polycom, Teliris

**EDUCATION**

Salesforce Certified Partner, ITIL, MCTS SQL DBA, MCSE, CNE, CCNA, CCA

**BBA/BS Information Systems Operations Management**, [Loyola University Chicago](http://aeoflex.com/loyola.pdf), 2000

**Executive MBA** – Kellogg Graduate School of Management, 2026 ant.

**REFERENCES**, <http://aeoflex.com/lor>