**ANNETTE** VALLE

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## Salesforce Business Analyst / Administrator / Revenue Operations

**Summary**

2x Certified Salesforce Analyst and Go-to-Market operations excellence professional with deep techno-functional expertise forged from 10 + years of enterprise Sales and Sales Leadership. Intuitively insightful to all phases of the lead-to-cash customer life cycle and optimizing GTM functional and technical processes and systems.

Salesforce Sales Cloud, Service Cloud, Community/Experience Cloud proficient.

## Certifications & Toolbox

**Certifications Process & SDLC Best Practices**

**Salesforce Administrator** [ADM201] 2018 **Agile MBA** – Agile SCRUM Methodology 2019 **Salesforce Sales Cloud Consultant** [CON201] 2020 **Trello** Project Management – Online Training **Trailhead –** Explorer, 15 Projects, 4 Super Badges **Cucumber** (BDD) Behavior-Driven Development

**Technical and Tools Business Process Modeling** – Lucid Charts & ADONIS **SOQL** – Proficient **SQL** – Trained and proficient **Business Analysis Certification** – In progress 2020 **Tableau** –Training course **Excel** - Advanced **JIRA** – Proficient **Google Suite** - Expert

**Business Intelligence & Data Warehouse –** Certificate, TDWI – 2016 **Copato** - DevOp's

**Functional: Sales & Marketing**

**Martech Stack:** SalesLoft, Folloze, Zoom Info, Pardot **Account-Based Marketing** (ABM) **Challenger Sale Methodology** – Training, 2014 **Solution Selling** - Miller-Heiman - 2002 **Executive Speaking -** Certification - Speakeasy Institute – 2013 **Powerful Presentations** – Training 2015 **Biotechnology** – Methods & Compliance, Cert USC 2009 **CPQ** – 4 years process consulting

# Professional Experience

**ACCENTURE/AMAZON |** Santa Clara, CA **|** 01**/**2021 - Present (Contract) Salesforce Business Architect

Functional Architect on Health Care Cloud and Service Cloud implementation. Document and configure Salesforce proof-of-concept. Define functional business requirements in User Stories. Design and configure Lightning App and Page Layouts.

**LARSEN & TOUBRO INFOTECH |**San Francisco, CA **|** 06/2020 – 12/2020

Senior Salesforce Business Analyst – Design Analysis Plan and conduct Stakeholder discovery Workshops and Interviews documenting project requirements. Documenting Personas and Role-based security access levels needed for desired functional features and requirements. Interfacing daily with Agile SCRUM team prioritizing EPIC's and features.

Project Paramount Entertainment – International Advertising - Custom Salesforce solution for global marketing. Interviewing 53 stakeholders across 5 Countries documenting complete process. Authoring User Stories and Process Models. Agile/SCRUM process for net-new Force.com solution featuring extensive workflow and Partner community collaboration.

**SALESFORCE.COM |**San Francisco, CA **|** 04/2019 – 03/2020

Salesforce Business Analyst - Global Sales Operations, Business Systems Architecture

## Main Project: Org Governance and Incremental Change Analysis and Approver

* Part of team insuring Security and Data Quality Policy consistently across platform enhancements and net new functionality and processes
* Work collaboratively w/ Admin Teams and Business Stakeholders to arrive at solutions:
  + Custom Sharing Rules - Process Automation - Profile Management
  + Approval Processes - Object Relationships - Permission Sets & FLS
  + Lightning Apps & Layouts - Validations Rules - Deprecation and At-Limit Analysis
* Analysis review of over 1000 Salesforce modification and enhancement cases – interfacing IT stakeholders and solution collaboration. Utilize Service Cloud for Case Management.

Other Strategic Initiatives:

**Project Lead on an integrated Sales Enablement Package** - Scope and lead new feature enhancements and upgrade planning/execution

**Business Process Improvement** – Service Cloud Global Distribution Operations – Case management and Approval Process enhancements project. Business Requirements Doc co-contributor

**DOCUSIGN |**San Francisco, CA **|** 01/2019 – 03/2019

Salesforce Admin-Analyst Contractor

**Project: Salesforce Tech-Debt Reduction** - Org wide analysis of Reports & Dashboard tech-debt.

* Developed analytics insights and Dashboard utilizing SOQL metadata and Custom Reports to inform management and support deprecation strategy - Insights applied as part of Lightning Experience Transition plan
* Engaged with 1,600+ Org Users/ Stakeholders to Communication Project Goals/Process, Analyze Impact

**JVS** |San Francisco CA | 2018 – 2019

Salesforce Administrator / Analyst Associate

Intensive instructor lead hands-on Salesforce Administration/Business Analysis program

-Security -Data Import/Export - Business Requirements Definition

-Reports & Dashboards -Workflow & Process Builder - Lightning App Builder

**RICOH Digital Solutions |**San Francisco, CA **|**2017 – 2018

Business Process Analyst & Consultant

Analysis of Sales and Field Service collaboration and recommend process improvements, driving net-new revenue and renewal metrics. Conduct interviews, Workshop’s, surveys with Field Service teams to inform recommendations for CRM and process changes.

* Cross-functional Business Requirements mapping and optimal process improvement - Increasing Up- sell/Internal Referrals for key accounts by 48%
* Designed and launched “Client Insights” Account Intelligence Sharing Program – adopted by over 800 Field Engineers and Sales professionals with in 1 quarter

**SYNERGY SOLUTIONS |** San Francisco, CA **|** 2013 to 2017 *\* sold in 2017*

Client Relationship Manager & Sales Enablement Lead

Lead Sales team and Client Development for CRM Consulting - Siebel to Salesforce Migration and Custom App development consultancy. CPQ and Quote-to-Cash experts - Managed Services for Pricing Data and Order Back-up. Player-Coach role grew team and revenue 78% yearly maintaining high-margin profitability.

Solutions: Sales Enablement Configure Price Quote CPQ)

User Experience Design (UX) Digital Marketing (HubSpot, Pardot, Marketo) CRM Integration & Optimization Data Management – ETL, Security, Migration

Additional Sales Functional Experience:

**WEBLOGIC / Oracle –** Regional Sales Manager – App Integration Framework- IPO as founding team

**SIEBEL SYSTEMS -** Regional Sales Manager – Enterprise CRM, 1st rep- IPO as founding team

**CADEN CE DESIGN SY STE MS -** Sales Program Manager – Collaborative IC Design Services Model launch

# Education

**Bachelor of Science** (BS) - Central Michigan University Major: Economics Minor: Computer Science

**Salesforce Administrator** [ADM201] – Certification – Salesforce Trailhead, 2018

**Salesforce Sales Cloud Consultant** [CON201] Certification – 2020

**Biotechnology** – Markets and Methods – Certification 2009, University of Santa Cruz