Vernon Keenan

Salesforce Developer/Architect

5125 Miles Ave., Oakland, CA 94618
vkeenan@gmail.com, +1 (510) 679-1900
https://linkedin.com/in/vernonkeenan
https://vernonkeenan.com

Vernon Keenan works to solve global-scale IT challenges with management consulting, technical expertise, software engineering, current coding expertise, and proven communication skills.

Draw from Vernon Keenan's expertise in IT industry analysis, marketplaces, digital transformation, cloud computing and developer pipelines to solve problems, exploit new technologies and smooth operations.

Use Vernon Keenan's software engineering skills to cut through architectural and managerial roadblocks, complete a fintech challenge, or extend your Salesforce platform with hybrid clouds.

Take advantage of Vernon Keenan's experience transforming a complex Salesforce org into an integrated and optimized set of Go-based microservices running in Docker containers.

Leverage Vernon Keenan's experience using OpenAPI tooling and the "strangler pattern" to unravel a complex monolithic applications into highly performant and scalable microservices and open-source components.

Authorized to work in the US for any employer.

Work Experience

Independent Contractor
Self-employed – Berkeley, CA
March 2021 to Present

Vernon Keenan is available as an independent consultant for Salesforce architect engagements and sales consulting.

Developer/Architect
Taxnexus, Inc – Berkeley, CA
April 2018 to Present

Mr. 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. He used devops techniques and custom CLIs to migrate Salesforce data into in high-performance Go and Docker clusters.

CEO
Telnexus LLC
July 2012 to Present

Mr. Keenan runs a telecom business on Salesforce. Telnexus uses 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

Mr. Keenan started his own small Berkeley-based IT consulting services company after LMi.net. His customers were small business in light industry, scientific, engineering, or biotechnology. After launching Telnexus, Berkeley Logic customers were migrated into Telnexus.

Senior Staff
LMi.net – Berkeley, CA
January 2004 to February 2007

Mr. Keenan was the general manager for System Integration Services. He 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
Miva Software – San Diego, CA
January 2000 to January 2002

As an industry analyst, Mr. Keenan was hired by Miva Software's CEO to write a whitepaper and to provide input on strategy and product development.

Consultant
Salesforce – San Francisco, CA
March 1999 to April 2000

As an industry analyst, Mr. Keenan was hired by Marc Benioff at Salesforce.com to write a whitepaper and to provide input on strategy and product development.

Consultant
WebEx – Santa Clara, CA
Sept 1999 to Sept 2000

As an industry analyst, Mr. Keenan was hired by a cofounder at WebEx 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 as a management consultant, market researcher 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

Mr. Keenan worked at this small IT analyst firm to provide the IT industry with timely analysis of important trends and developments. Mr. Keenan explored what was happening at eBay and Amazon, studied the impact on financial services by disrupters like E*Trade, and was responsible for developing one of the first corporate e-commerce strategies.

Senior Manager Business Development
Oracle Corp. – Redwood Shores, CA
1995 to 1997

Initially, Mr. Keenan worked in Marc Benioff's Internet marketing group, headquartered across the street from main Oracle headquarters. While in the Internet marketing group Mr. Keenan performed competitive analysis of Oracle's DBMS competitors. Later, in the global marketing group, Vernon Keenan was responsible for recruiting software developers into the Web Application Server program. He also worked as a Product Marketing Manager.

Technology Journalist
Self Employed – San Francisco, CA
1990 to 1995

Mr. Keenan wrote product review, opinion pieces and other articles on enterprise networking and the Macintosh for MacWEEK and other Ziff-Davis publications.

Owner
Biodata, Inc. – San Mateo, CA
1990 to 1995

After Genentech, Mr. Keenan founded an IT consultancy and biomedical software company and provided services to the many Genentech spin-offs that knew Mr. Keenan from Genentech.

Manager, User Services
Genentech – South San Francisco, CA
1986 to 1990

Mr. Keenan founded the computer user services department and helpdesk functions as the company grew 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 wrote and taught an original, for-credit course called "Computer Literacy" for the School of Nursing.

System Administrator
Northwestern University – Evanston, IL
1981 to 1984

As an undergraduate student, Mr. Keenan worked as a Database Administrator for the Vogelback Computer Center. He 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

High School Diploma
High School, College/University Preparatory and Advanced High School/Secondary
1975 to 1977

Yearbook Photographer, Football Letterman

Skills

Industries

- Financial Services
- Fintech
- Start-ups
- Tax Accounting
- Telecommunications

Architect Skills

- Business Development
- Business Requirements
- Cloud Architecture
- Cloud Computing, SaaS
- Distributed System Design
- E-Commerce
- Enterprise Software
- Entrepreneurship
- ERP Vendors
- Fintech
- IT Strategy
- Management Consulting
- SDLC
- Software Development
- Startups
- Strategy
- System Architecture
- System Integration

Devops Skills

- AWS
- Azure Devops
- Cluster Management
- Drone.io
- End-to-End Testing
- GCP
- git
- GitHub Actions
- Jenkins
- OpenAPI (swagger)
- Release Management
- Salesforce DX
- Salesforce Release Management
- Scripting
- Telecom Operations
- VMware

Developer Skills

- APIs
- Application Development
- Backend development
- Bootstrap
- Gatsby
- React
- CI/CD
- CSS
- Databases
- Docker
- docker-compose
- Go
- HTML5
- JavaScript
- JSON
- Linux
- Microsoft SQL Server
- MySQL
- Node.js
- Oracle DBMS
- PostgreSQL
- Pre-sales
- Relational databases
- REST
- Salesforce
- SQL
- TypeScript
- Unit Testing
- VoIP
- WordPress
- XML