



WHAT SETS ME APART

My deep understanding of sales processes and business operations enables me to design and build Salesforce solutions that align with real business needs. My background in sales and firsthand experience supporting operations, marketing, and field teams gives me a unique prospective that goes beyond the technology itself.



How I Work
Ownership Mindset
Forward Thinking

**VS**

**Common Patterns**
Reactive Mindset

Proactive Problem Solver • Identifies operational & system challenges early • Considers future growth when designing • Uses data to identify patterns and risks • Addresses root causes, not just symptoms	• Focuses on fixing issues after they arise • May not leverage data to predict future issues • May feel like it's outside their job scope • Limited consideration of long-term scalability
Quality Driven • Builds scalable solutions using best practices • Maintains proper documentation for auditing • Creates training resources to support adoption • Keeps technical debt to a minimum	• Processes may create issues as systems grow • Solutions may introduce unnecessary complexity • Waiting until asked to produce documentation • Inconsistent attention to detail
Effective Communicator • Regularly engages with users & leadership • Builds trusted relationships with users & clients • Welcomes feedback to improve system • Adapts communication style to suit audience	• Communication mainly through support tickets • Technical explanations may lack business context • Communicates only when prompted • Limited focus on relationship building
Out-of-the-Box Thinker • Uses creativity for complex business problems • Evaluates multiple approaches before building • Stays up-to-date with the latest technologies	• "Old school Salesforce" techniques & methods • Focuses only on immediate requirements • Missed benefits due to negligence • Limited exploration of new platform capabilities
Security Conscious • Ensures data privacy and compliance • Regularly conducts security audits • Reviews access controls & data visibility	• Security addressed when it's too late • Limited review of access controls • May overlook newer platform protections • Improper sharing settings
Process Optimizer • Designs workflows aligned with the business • Identifies and removes system bottlenecks • Implements automation for repetitive tasks	• Limited focus on operational efficiency • Automation opportunities often overlooked • Processes may remain manual & time consuming