Overview

I am a highly motivated, certified and dependable professional freelancer with extensive experience in enterprise-level Salesforce projects, including regional and global rollouts, full life cycle implementations, CRM, and data migrations. My deep knowledge of Salesforce configuration and proven ability to collaborate with cross-functional teams have enabled me to develop and deliver innovative solutions that align with overall target architectures. I maintain strong relationships with business stakeholders, IT colleagues, and external partners, while staying current with Salesforce market trends and technical advancements. With a successful track record in global projects and experience working with both on-shore and off-shore teams, I have also worked with multiple third-party SI partners and software vendors throughout the project lifecycle. Naturally collaborative and socially adept, I possess the ability to lead and influence teams effectively, quickly immerse myself in any project, and seamlessly adapt to company cultures, consistently delivering exceptional results and driving business growth.

*Finalist and winner of the Agentforce Hackathon London 2025, recognised for delivering the top Salesforce AI-driven solution in a highly competitive field.*

Positions

**Jul 2025 – FSP**, *London,* ***Consultancy***

**Senior Salesforce Architect / Consultant (Contract) / SC Cleared**

Currently working with a UK Government department to replace legacy systems with Salesforce. Provide hands-on support, strategic guidance, and governance while collaborating closely with delivery partners to ensure successful delivery and alignment with programme objectives.

**Aug 2024 – Jul 2025 OSF Digital**, *London,* ***Salesforce Partner***

**Senior Salesforce Architect / Consultant (Contract)**

The end client is in the automotive industry and have decided to replace their legacy systems by implementing Salesforce. Strategic workshops were held to uncover their current processes and challenges. From this, I created process flows and a solution design using Sales Cloud and going forward to a second phase, Automotive Cloud, ensuring full compliance with industry standards and optimising their sales process across new, used and various leasing options.

**Mar 2024 – Jul 2024 Futureform**, *London,* ***Financial Services******Consultancy***

**Senior Salesforce Architect / Consultant (Contract)**

Specialising in FS, Sales, and Service Clouds within Wealth Management and Banking industries, I provided tailored solutions that precisely met client needs. My approach emphasised clear communication, transparency, and a commitment to delivering high-quality service, consistently earning trust and satisfaction. Through series of workshops, I identified client pain points and challenges, creating comprehensive designs and process diagrams that supported collaborative efforts effectively. Additionally, I played a pivotal role in quality assurance, ensuring solutions not only met functional requirements but also adhered to industry standards. Working closely with consultants, I facilitated seamless delivery of solutions that enhanced operational efficiency and client outcomes.

**Feb 2021 – Mar 2024 Methods, London, UK wide & UAE, Salesforce Partner**

**Senior Salesforce Architect / Consultant (Contract)**

As a highly accomplished professional and the “go to” in the Salesforce practice, I demonstrated expertise, experience, and success in the delivery of many diverse projects. My experience included architecting, designing, and implementing solutions for various clients, including a Housing Association with 140+ different enquiry types and “pathways” as well as an offshore education permit solution, leveraging Sales, Service, and Experience Clouds.

As the principal Architect in every project, I led discovery sessions which are pivotal in gaining a comprehensive understanding of our clients' requirements and laying the groundwork for project success, followed by writing and playback of user stories, the creation of process flows, design and integration documents and other artifacts as required, such as deployment and training plans and building proof of concepts.

I led the testing of projects, many of which run concurrently and was the primary liaison between clients and the Methods teams and assisted clients in making project decisions. Where needed, I evaluated and recommended 3rd party tools and solutions from the AppExchange and other sources, managed on/offshore development teams and 3rd party suppliers. I acted as stream-lead on a large Salesforce data migration project.

Additionally, I was involved in pre-sales activities such as writing RFP responses, project sizing and making bid/no-bid decisions, the organisation and build of demonstrations as well as presenting them.

**Oct 2020 – Feb 2021 Very Group,** *Speke, Liverpool, United Kingdom,* ***Retail***

**Senior Salesforce Architect (Contract)**

As the Very Salesforce SME, I overviewed the design, architecture, development of a case management solution including Live Agent and ran the evaluation and sourcing and of an integrated survey tool and Backup solution. I established the “Very Salesforce Design Authority” and Centre of Excellence (CoE) as well as delivering a Salesforce training plan for internal staff.

**May 2019 – Oct 2020 Tesco Mobile**, *Slough and Bury, United Kingdom,* ***Mobile Operator***

**Salesforce Solutions Architect (Contract)**

Having previously worked at Tesco Mobile, I was asked to return as a Salesforce SME and Solutions Architect on a greenfield Salesforce Service Cloud rollout. I had many roles within the team that ranged from collecting requirements and writing user stories to liaising between multiple external vendors. My responsibilities included signing off deliverables from multiple 3rd parties, being the design authority on Salesforce change and advising on best practices. I also recommended solutions when multiple options were available and produced and presented POCs. I supported the Project Manager, Product Owner, and testing team daily and nurtured a new System Administrator into the Salesforce ecosystem. I created RFQ documents for a new Salesforce Partner, a Backup solution and as an Automated Test tool.

**Aug 2018 – May 2019 Methods**, *London, United Kingdom,* ***Salesforce Partner***

**Senior Salesforce Solutions Architect (Contract)**

Provided consultancy services to Methods clients that comprise mainly of Government departments, local and district councils using Salesforce Service, Sales and Experience clouds, Einstein Analytics, and the creation of a Field Service Lightning POC, all using agile methodology. Responsibilities included the definition of projects and concurrently working on different projects and with multiple on and offshore development teams, the production of high-level designs, test, and deployment plans. I was also involved in pre-sales activities which included responding to RFP and RFQs, project sizing, the creation of demonstrations and sales collateral. Gained SC Clearance October 2018.

**Feb 2017 – July 2018 Jaguar Land Rover**, *Wellesbourne, United Kingdom and Europe,* ***Automotive***

**Salesforce Solutions Architect (Contract)**

Responsible for the creation of a Global Lead Management System for approximately 5,000 retail users across 30 countries using Salesforce Partner Communities and Lightning interfaces. Worked with a Salesforce Global Partner utilising an agile methodology to gather global and local requirements through workshops. Worked on the project definition and gained sign-off of User Stories and acceptance criteria with the business and project stakeholders. Created the high-level design and took the project through the required CiTO gates as well as analysis and providing options to deliver a technical solution that best fitted with JLR requirements. I had the overall responsibility for governance for the low-level design and other architectural artefacts. Worked with multiple 3rd parties, developers and technical architects to build the solution to a high level of quality and accuracy. Attendance of sprint planning and playback sessions and worked with the Product Owner to define sprint content and convey technical detail to the development team. Identified and recommended several AppExchange apps as well as the backup solution. Worked with the Data and Integration architects and had responsible for the mapping and interface requirements to internal and external systems and for the definition of migration process. Worked with SIT and UAT teams to ensure scenario and scripts were correctly defined and took an active role in the sessions. Assisted in knowledge transfer sessions when a new partner was selected.

**Nov 2016 – Jan 2017 Infosys**, *Hook, United Kingdom,* ***Global Consultancy***

**Salesforce Solutions Architect (Contract)**

Assisted with the transition from the incumbent solution provider at the Client (Virgin Media) to Infosys. This required investigation of and documenting the Salesforce Org for hand-over to off-shore teams, the preparation of release management flows and process documentation, the creation of transition documentation for playback to the Client and working with offshore teams. I also investigated and created a requirements design and plan for the changes required due to the depreciation of TLS 1.0 support in Salesforce.

**Jul 2016 – Nov 2016 Time off for personal development and home improvement project**

**Nov 2015 – Jul 2016 TNT,** *Hinkley, Atherstone, United Kingdom & Europe,* ***Logistics and Delivery***

**Salesforce Solutions Architect (Contract)**

Supported a Salesforce deployment to 27 countries during which I was responsible for the analysis of the solution, architecture and high-level design that included migration from local and centralised databases, systems integration, localisations, and regulatory requirements as well as attending workshops with users and business sponsors.

Responsible for the creation of POCs where necessary and worked closely with Business Analysts, Data Teams and development third parties. I assisted with planning the test environments, test execution and deployment phases. I was involved in the analysis and resolution of incidents and defects raised during test and post deployment.

I managed two internal Solution Architects and two SI partners on a day-to-day basis at both Project Manager and developer levels for the core Salesforce solution and integrations.

**Sep 2015 – Nov 2015 Whitbread,** *Dunstable, United Kingdom,* ***Hospitality***

**CRM Solutions Architect (Contract)**

Worked on a project to migrate from the existing campaign toolset, ExactTarget to the Adobe Marketing Cloud that covered transactional notifications, promotional emails and pushes to a mobile app. This involved discovery sessions with the internal Marketing Teams and external vendors, the creation and presentation of architecture plans and designing the overall solution including interfaces to legacy systems.

**Jul 2013 – Sep 2015 Aimia,** *London, United Kingdom and Worldwide,* ***Loyalty Solutions Provider***

**Salesforce CRM and Intranet Solution Designer / Architect (Contract)**

As a precursor to several upcoming programmes of work, I identified to merge two Salesforce orgs into a single Global org which I managed and was successfully implemented.

A Global Social Intranet was implemented for 4,500 users that was built using Visualforce and included various Salesforce components and a 3rd party app that I designed and had written specifically for Aimia. I liaised with senior international stakeholders to define and document the project scope and worked closely with several partners in the US and managed them throughout agile development sprints. I also planned and managed the UAT phase and assisted with creating the communications regarding the global deployment. The project was successfully landed; end-users gave good feedback regarding ease of use which, in turn led to a rise of collaboration within the organisation.

I was an important resource in the rolling out of Aimia’s new Salesforce CRM Sales solution. The platform enables the Aimia Sales Team to use a global unified sales process and resulted in increased sales effectiveness. It also allows for global reporting and dashboard availability from C-level executives down to individual sales executives. The main roles that I undertook were to create an RFP document, selection of a partner, the organisation of global cross-team workshops, the creation of high and low level designs and have them agreed by the business and internal departments and to subsequently work with the chosen partner daily during the development sprints, make strategic decisions on the use of Salesforce and assist in the design of the global rollout plan. I was the global UAT manager and created a training pack that was used to deliver training globally.

After the successful deployment, and before a Salesforce System Administrator was on-boarded, I acted as the Global Salesforce Administrator and managed several system administrators based around the world.

Each of the projects involved extensive international travel, and the flexibility to work to international hours as required when back in the UK.

**Apr 2012 – Jul 2013 Tesco Mobile**, *Slough, United Kingdom,* ***MVNO***

**Solution Designer / Architect / Consultant (Contract)**

Responsible for the creation of a RFQ document for the replacement of the billing system, bill presentation, provisioning and other related systems. I was heavily involved in the definition, design (functionality and interfaces) and delivery of several significant projects including a first-to-market highly agile, condensed project to deliver the Anytime Upgrade solution.

**Aug 2011 – Apr 2012 Orga Systems**, *Paderborn, Germany,* ***Telco******Billing System Vendor***

**BSS Consultant / Technical and Solutions Architect (Contract)**

I was involved in the specification and design of a new post-paid billing system and a member of the architect and design forum that had a direct influence on the future roadmap of the product.

**Jul 2000 – Apr 2011 Vodafone Ireland***, Dublin, Republic of Ireland,* ***Mobile Operator***

 **Architect / Business Analyst / Migration Billing Stream Lead (Contract)**

My responsibilities included overseeing complex voice and data related projects following internal Vodafone project delivery methodologies while also completing a variety of day-to-day support tasks.

**Aug 1980 – Jun 2000** **Various IT related positions (both Contract and Permanent)**

Please see my LinkedIn profile for further information [Jeff Kallenbach - LinkedIn profile](http://uk.linkedin.com/in/jeffkallenbach)

Salesforce Certifications

* Certified Administrator
* Certified Advanced Administrator
* Certified Platform App Builder
* Certified Data Cloud Consultant
* Certified AI Specialist
* Certified Sales Cloud Consultant
* Certified Service Cloud Consultant
* Certified Development Lifecycle & Deployment Designer
* Certified Business Analyst
* Certified User Experience Designer
* Certified Associate
* Certified AI Associate

Conga Certifications

* Conga Certified Composer Level 1 Consultant
* Conga Certified CongaGrid Certified Consultant
* [Conga Contracts for Salesforce Certified Consultant](https://partneruniversity.getconga.com/enrollments/24525827/details)

Copado Certifications

* Copado Certified Fundamentals I
* Copado Certified Fundamentals II
* Copado Certified Consultant

Recommendations

* I am pleased to offer many exceptional recommendations – please see my [LinkedIn page](http://uk.linkedin.com/in/jeffkallenbach)