

Professional Summary

Senior Salesforce Solutions Architect with 12+ years’ experience delivering complex, enterprise-scale Salesforce programmes. Proven contractor specialising in architecture, governance, discovery, and delivery assurance, with extensive experience working across multi-vendor, SI-led, and offshore delivery models. Regularly trusted to act as design authority, provide architectural sign-off, and guide organisations through greenfield implementations, legacy replacement, and large-scale data migration.

Winner – Agentforce Hackathon London 2025 | Dreamforce 2025 Hackathon Finalist | Best Use of Tableau Next Award

Core Skills & Technologies

Salesforce Platforms: Sales Cloud, Service Cloud, Experience Cloud, Data Cloud, Lightning Experience, Einstein / AI, Industry Clouds

Architecture & Delivery: Solution Architecture, Target Architecture Alignment, Design Authority, HLD / LLD, Governance, Security Model, Environment Strategy, Delivery Assurance

Automation & Configuration: Salesforce Flow, Approval Processes, Validation Rules, Declarative Automation, Process Design, Agentforce

Integration & Data: API & Integration Design (conceptual), Platform Events, Data Migration Strategy, Data Mapping, Legacy System Replacement, Data Quality

DevOps & ALM: Release governance, deployment strategy, environment and sandbox strategy, CI/CD concepts, Copado (governance & oversight)

Ways of Working: Agile / Scrum, Waterfall, Hybrid Delivery, Discovery Workshops, User Story Definition, Stakeholder Playback

Positions

Jul 2025 – **FSP, London, Consultancy**
Senior Salesforce Architect / Consultant (Contract) | SC Cleared

Engaged to support the replacement of legacy platforms within a UK Government department, with Salesforce positioned as a strategic system of record. The role combines architectural leadership, governance, and hands-on advisory support within a secure and regulated environment.

- Acting as design authority for Salesforce architecture and configuration
- Providing delivery assurance and architectural governance across workstreams
- Working closely with delivery partners to ensure alignment with programme objectives

Aug 2024 – Jul 2025 **OSF Digital, London, Salesforce Partner**
Senior Salesforce Architect / Consultant (Contract)

Brought in to lead discovery and solution design for an automotive organisation modernising its sales platforms. The engagement covered complex new, used, and leasing models, with Sales Cloud delivered initially and Automotive Cloud planned as a subsequent phase.

- Led discovery workshops and current-state analysis
- Designed end-to-end Sales Cloud solutions
- Produced process flows, solution designs, and architecture artefacts

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

Senior Salesforce Architect / Consultant (Contract)

Provided architectural leadership across Salesforce implementations within financial services, supporting Wealth Management and Banking clients. The focus was on designing scalable, compliant solutions while maintaining close collaboration with stakeholders and delivery teams.

- Designed Salesforce solutions across Sales, Service, and Financial Services Cloud
- Facilitated workshops to identify pain points and define future-state processes
- Led architectural quality assurance and design reviews

Feb 2021 – Mar 2024 Methods, London, UK wide & UAE, Salesforce Partner Senior Salesforce Architect / Consultant (Contract)

Operated as the principal architect and recognised “go-to” authority within the Salesforce practice, delivering multiple concurrent programmes across government, housing, and education. The role combined discovery leadership, architecture ownership, and delivery oversight.

- Architected and delivered a Housing Association platform with 140+ enquiry types and pathways
- Led discovery, user story definition, HLD/LLD creation, and stakeholder playback
- Acted as stream lead for a complex Salesforce data migration
- Managed onshore/offshore teams and third-party suppliers
- Supported pre-sales activities including RFP responses, demos, and bid decisions

Oct 2020 – Feb 2021 Very Group, Speke, Liverpool, United Kingdom, *Retail* Senior Salesforce Architect (Contract)

Appointed as the sole Salesforce SME to oversee the design and architecture of a new case management solution. The role also focused on establishing governance and improving Salesforce capability across the organisation.

- Oversaw design and architecture of a Service Cloud case management solution
- Established a Salesforce Design Authority and Centre of Excellence
- Led evaluation and sourcing of integrated survey and backup solutions
- Created and delivered a Salesforce training plan and materials for internal teams

May 2019 – Oct 2020 Tesco Mobile, Slough and Bury, United Kingdom, *Mobile Operator* Salesforce Solutions Architect (Contract)

Returned to Tesco Mobile as a trusted Salesforce SME on a greenfield Service Cloud implementation. The role involved acting as design authority, coordinating multiple vendors, and supporting delivery and governance.

- Acted as design authority for Salesforce change
- Signed off third-party deliverables and advised on best-practice solutions
- Produced POCs and RFQs for partners and tooling
- Supported the Product Owner, Project Manager, and testing teams

Aug 2018 – May 2019 Methods, London, United Kingdom, *Salesforce Partner* Senior Salesforce Solutions Architect (Contract)

Delivered consultancy services across public-sector clients, supporting Salesforce Sales, Service, and Experience Cloud implementations. The work involved architecture definition, delivery planning, and pre-sales support.

- Produced high-level designs, test plans, and deployment plans
- Worked concurrently across multiple projects and offshore teams
- Supported RFP/RFQ responses and demonstration buildouts
- Provided release and deployment governance, working alongside delivery teams using Copado to ensure controlled, auditable releases across environments

Feb 2017 – July 2018 Jaguar Land Rover, Wellesbourne, United Kingdom and Europe, *Automotive* Salesforce Solutions Architect (Contract)

Responsible for the architecture and governance of a Global Lead Management Solution for approximately 5,000 users across 30 countries. Worked closely with global partners to deliver a scalable, compliant solution.

- Created and owned high-level architecture and governance artefacts
- Led global discovery workshops and gained sign-off of user stories
- Oversaw integration, data migration planning, and AppExchange selection
- Supported SIT and UAT activities and partner transitions

Nov 2016 – Jan 2017 **Infosys, Hook, United Kingdom, *Global Consultancy***
Salesforce Solutions Architect (Contract)

Supported the transition of Salesforce delivery from an incumbent supplier to Infosys for a large telecoms client. Led investigation and documentation processes of the existing Salesforce org, produced transition and release management artefacts, and supported offshore teams during handover.

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)

Provided solution architecture and high-level design for a Salesforce deployment across 27 European countries. The role covered data migration, integrations, localisation, regulatory requirements, and coordination across multiple delivery teams and partners.

Sep 2015 – Nov 2015 **Whitbread, Dunstable, United Kingdom, *Hospitality***
CRM Solutions Architect (Contract)

Designed the target architecture for the migration from ExactTarget to Adobe Marketing Cloud, covering transactional, promotional, and mobile communications. Led discovery with marketing teams and external vendors and produced end-to-end architecture plans.

Jul 2013 – Sep 2015 **Aimia, London, United Kingdom and Worldwide, *Loyalty Solutions Provider***
Salesforce CRM and Intranet Solution Designer / Architect (Contract)

Led multiple Salesforce initiatives including consolidation of two Salesforce orgs into a single global platform and delivery of a global social intranet for 4,500 users. Owned architecture, partner management, global UAT, and rollout planning across international teams.

Apr 2012 – Jul 2013 **Tesco Mobile, Slough, United Kingdom, *MVNO***
Solution Designer / Architect / Consultant (Contract)

Designed and supported delivery of several major telecoms programmes, including replacement of billing and provisioning systems. Played a key role in defining and delivering a first-to-market customer upgrade solution under aggressive timelines.

Aug 2011 – Apr 2012 **Orga Systems, Paderborn, Germany, *Telco Billing System Vendor***
BSS Consultant / Technical and Solutions Architect (Contract)

Worked on the specification and design of a new post-paid billing system, contributing to core architecture decisions and future product roadmap through formal design forums.

Jul 2000 – Apr 2011 **Vodafone Ireland, Dublin, Republic of Ireland, *Mobile Operator***
Architect / Business Analyst / Migration Billing Stream Lead (Contract)

Held senior architecture and delivery roles across large-scale voice and data programmes, including acting as migration stream lead for complex billing and customer platform initiatives delivered under Vodafone's internal governance frameworks.

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

Earlier Career: IT delivery, systems implementation, and solution design roles providing the foundation for later enterprise architecture and consultancy work.

Certifications

Salesforce: Administrator, Advanced Administrator, Platform App Builder, Sales Cloud Consultant, Service Cloud Consultant, Data Cloud Consultant, AI Specialist, Business Analyst, UX Designer, Development Lifecycle & Deployment Designer, Associate, AI Associate
Copado: Fundamentals I & II, Certified Consultant
Conga: Composer Level 1, CongaGrid Consultant, Contracts for Salesforce Consultant