

ALEX SHAKESPEARE

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Immediately available

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IT Consultant

IT Professional with 6 years Salesforce experience and over 20 years industry experience, mostly as an independent consultant. A proven track record of delivering/rescuing projects on time and to specification. Experience from pure development through to business analysis and stakeholder management. Specialities include large scale data migrations, complex user interface creation and automation of business processes. Keeps up to date with new Salesforce developments, currently a double star ranger on Trailhead.

Skills and Strengths

- Business analysis and consultation, specialising in data driven decision making.
- Salesforce development specialising in data synchronisation and complex custom UIs.
- Python, Javascript (NodeJS, ExtJS, JQuery and Angular), PHP, C++/C.
- Streaming and home automation technologies (Dash, HLS, WideVine, Matter, ActiveMQ).
- Github, CI/CD pipelines, JIRA, Selenium testing suite.
- SQL Server, MySQL, Postgres, Oracle - Talend and Jitterbit synchronisation tools.

Certifications & Education

Salesforce Associate	June 2023
Amazon Certified Cloud Practitioner	June 2023
Salesforce Certified Platform App Builder	May 2018
Salesforce Certified Administrator	November 2015
BSc Computer Science	June 1999

Career Experience/Summary

(C) denotes contract position – (P) denotes permanent position – (PT) denotes part-time position

Technical Account Manager (P) **Google** **August 2022 – July 2023**

A continuation of the previous role as a permanent employee at Google.

- Became more involved in development of partner facing SDKs. During the world cup, resolved partner issues at very short notice, working extended hours to ensure acceptable service.
- Received peer bonuses for helping in areas outside of my remit.
- Completed investigation into Matter ecosystem to raise awareness/technical knowledge within team.
- Presented at Cast Summit, a gathering of dozens of partners presenting the latest technology in the Cast ecosystem.

Technical Account Manager (C) **HCL, supporting Google** **September 2019 – July 2022**

Worked as a technical account manager in the Google Nest team. My day-to-day involved working with around 16 European partners on their Cast implementations.

- Troubleshooted Android and JS(Cast) apps, advising on best practice, diagnosing problems with streaming/encryption and advising on metadata implementations.
- Wrote internal tools, mostly in Python, that assisted with diagnosis of difficult streaming/data issues.
- Held regular catch-ups with external bigger partners (including BBC, Sky) and collated/raised/sold feature requests/bugs to the product team. Successfully managed expectations and facilitated communication between stakeholders.

Head of Product, OREO project (C) **Travelex** **January 2019 – September 2019**

The OREO project was part of a transformation project covering Travelex's order capture systems.

- Socialised the vision to the business, managed existing development on legacy, recruited a team of 7 BA reports.
- Worked with technical and business stakeholders and came to the conclusion that Salesforce w/commerce cloud was the best way forward - formulated requirements/scale of required products and consequently signed a multi-million dollar contract to provide services.

Salesforce Consultant (C) Bank Of Montreal (BMO) June 2018 – December 2018

The Bank of Montreal required additional consultants to oversee migration from legacy systems over to their new and existing Salesforce organisations.

- Migrated 50 users and 26 million records from proprietary CRM to new Salesforce org in just over 3 months. Included creating custom interfaces in Lightning for proprietary functionality. Migration took place over a weekend following extensive planning. This only project in 2 years to track green throughout in the IT organisation, cutover on Monday morning went flawlessly.
- Rescued failing Salesforce project relating to fund data. Existing consultancy seemed unable to deliver and the business was getting frustrated. Successfully re-built relationship with business and rationalised/fixed project with help of BA and data analyst. Delivered just before Christmas cut-off without issue, business were very pleased at the impressive turnaround.

Salesforce Consultant (C) Everis (part of NTT Data group) February 2018 – June 2018

Everis required Salesforce resources to help out with some projects that they had won tender for.

- Migrated and rationalised data for a major retailer over to Salesforce/AWS based platform. During migration, analysis of data uncovered several potentially fraudulent anomalies which were reported back to retailer. Migration took place successfully over the weekend.
- Implemented GDPR anonymisation tool for major ISP - existing tools (at the time) were unable to scan through the large and complexly related number of custom fields to guarantee total compliance with GDPR regulations. Project was implemented on time and to specification.

Salesforce Consultant (C) (PT) Currency Cloud July 2017 – December 2017

The KYC and sales process had changed since my last engagement at Currency Cloud.

- Moved more functionality out of code into approval processes.
- Re-worked opportunity and account pages to streamline business operations.

Salesforce Consultant (C) (PT) Appirio July 2017 – December 2017

A continuation of a subset of my role at Western Union.

Global Product Manager (C) Western Union Business Solutions October 2016 – June 2017

Working as a global product manager for the new WUEDGE B2B payments platform, which was based on the Salesforce community platform.

- Managed key stakeholders globally (from Sydney to San Francisco), working on education and awareness of our new platform, often presenting to dozens of people.
- Managed requirements and releases alongside our development partner - we never missed a release date and the number of post release issues were reduced significantly following my arrival.
- Established best practices in many areas including daily stand-ups, proper JIRA workflows, distinct managed development/staging environments and pre-release diffs and signoff.

Salesforce Consultant (C) Currency Cloud February 2016 – September 2016

This role mainly involved fixing and increasing maintainability on a neglected Salesforce instance.

- Re-wrote sales pipeline and bespoke CPQ engine - this was poorly implemented by previous partner, using non-standard objects and was hard to maintain.
- Rationalised and re-modelled existing data usage in Salesforce (relating to trades) - reducing the stored data down to 5% of its former magnitude, saving money on pricey SF storage.

