

Brendan Newman

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8x certified Salesforce Architect with a history of optimizing systems to improve operational efficiency

Diligent Corporation, Sales Automation Manager | Remote | 2016-Present

Promoted from CRM Business Analyst, Feb 2019

- Manage a global team supporting and enhancing Salesforce CRM and related systems for 800+ Sales, Customer Success, Support, Marketing, and Operations end users
 - Gather requirements, architect solutions, and build/delegate projects to support current and future state business needs
 - Oversee CRM helpdesk providing coverage for worldwide user base
 - Manage core integrations including Marketo, Gainsight, Salesloft, Jira, 6sense, and Netsuite
- Develop and document scalable processes to support integration of acquired companies into Salesforce
 - Work with integrations team to align incoming acquisitions with standard Diligent procedures
- Design and deploy CRM infrastructure to support multi-brand/multi-funnel sales processes in a singular Salesforce environment
 - Worked as part of funnel leadership team to support transition to product level funnels and enhanced ABM
- Introduced Agile methodology and Jira ticketing system for Sales Automation team
- Standardized weekly release cadences utilizing industry best practice DevOps principles
- Values Award Winner Q2 2020 for Creativity
- Nominated for and completed Leadership Advancement Program, Fall 2019 Cohort

BoardEffect, Business Solutions Manager | Philadelphia, PA | 2015-2016

- Led interdepartmental Business Process team to improve and expand business systems and processes
 - Worked with department heads to identify pain points and create scalable solutions
 - Acted as administrator and trainer for existing Zoho CRM; led transition to Salesforce
 - Planned and executed move to cloud hosted VoIP phone system and call center
- Transitioned Support team from in-house solution to Zendesk with integrated telephony
- Internalized and stabilized previously existing vendor managed IT; expanded and documented procedures
 - Trained and supported existing employees and new hires in all aspects of office technology and systems
 - Administered multisite Active Directory network and facilitated 50% user growth across two offices and remote locations
 - Introduced IT helpdesk system to better track and analyze support requests and create self-help resources
- Rolled out SSO via AzureAD for internal business systems

Bike & Build, Program Director | Philadelphia, PA | 2007-2015

- Annually hired, trained and supervised staff of 32 young adult trip leaders. Guided them in improving their leadership skills, planning the logistics of their trips, and managing team dynamics while on the road
- Managed the organization's 6-year 50% participant growth; increased donations 55% 2007-2015
- Cultivated and managed relationships and agreements with key organizational partners, sponsors and vendors
 - Negotiated with bicycle provider to decrease unit costs by 20% on the largest annual organizational expense
- Creatively implemented technology to streamline tasks, increase productivity and encourage sustainability, while reducing overhead costs
 - Led migration to paperless workflow through enhanced web tools, online donation integration and custom web based application systems for both participants and grant applicants
 - Integrated popular social media tools to raise awareness of the organization and connect with constituents
 - Managed and maintained public website, created electronic outreach materials and mailers
- Continuously expanded and extended functionality of custom built web application to facilitate better information sharing between seasonal employees as well as automate operations for staff
- Consistently analyzed and critically evaluated programming and efficiency of processes
 - Worked closely with board and alumni to refocus and refine the core mission and values
 - Collected and analyzed participant and partner feedback, making changes and improvements as needed

City Year (AmeriCorps) | Columbia, SC | 2005-2006

- Spent 11 months volunteering, primarily focused on working with and tutoring at-risk students
- Coordinated a 16-week service learning program for middle schoolers, engaging 50 participants in over 100 hours of service each

Education & Certifications

- Drexel University – BS, Digital Media
 - 2005 College of Media Arts and Design Dean's Award
 - 2005 Research Day Winner Creative Arts/Design
- Salesforce Certified
 - Application Architect
 - Administrator
 - Advanced Administrator
 - Data Architecture and Management Designer
 - Platform App Builder
 - Platform Developer
 - Sales Cloud Consultant
 - Sharing and Visibility Designer
- Flosum, Professional Level Certification