

Ricardo Salinas

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As an IT Engineer and Salesforce Consultant with over 4 years of experience in business analysis and process optimization, I specialize in collaborating with cross-functional teams to deliver tailored Salesforce solutions that drive measurable business outcomes. My expertise spans from managing Salesforce enhancements that have led to a 35% reduction in agent hours, to leading agile projects that streamline operations and enhance user adoption.

PROFESSIONAL EXPERIENCE

EQUIFAX, May 2024 – Current, **Salesforce Consultant**

- Led requirement gathering sessions with key stakeholders to define business needs, translating them into user stories and acceptance criteria aligned with organizational goals.
- Delivered multiple Salesforce enhancements focused on improving internal processes, reducing agent hours for specific workflows by 35% monthly within the first 6 months.
- Facilitated user acceptance testing (UAT) and supported training initiatives to ensure seamless system adoption and end-user satisfaction.
- Worked closely with internal teams to create agile project plans, track progress, and manage backlog grooming to ensure high-priority tasks were addressed.
- Developed Salesforce reports and dashboards to provide actionable insights, enabling data-driven decision-making for business stakeholders.

NORSK COATINGS, December 2021 – April 2024, **Salesforce Business Analyst**

- Spearheaded Salesforce Sales Cloud and CPQ customizations to improve sales processes and drive user adoption.
- Collaborated with stakeholders and vendors to define business requirements, troubleshoot issues, and deliver Salesforce-based solutions that met the evolving needs of the business.
- Designed and implemented process improvements across procurement, order fulfillment, and lead management, optimizing workflows and enhancing operational efficiency.
- Facilitated meetings, demonstrations, and training sessions for business users, ensuring successful implementation and adoption of new Salesforce features.

CREDIMARKET, October 2020 – November 2021, **Senior Product Manager**

- Led Salesforce Service Cloud product management, integrating API solutions and managing system enhancements through agile sprints.
- Worked with cross-functional teams to identify and document business requirements, developing user stories and creating a prioritized backlog for system improvements.
- Managed post-launch stabilization of Salesforce Service Cloud, ensuring seamless transitions and continuous feedback loops with stakeholders.
- Drove a 14.2% increase in lead conversion through machine learning integration, contributing to a 9.8% revenue increase.

AMAZON, March 2018 – October 2020, **Problem Solve Operations Manager**

- Managed a team of 70, leading quality and problem-solving programs for a new robotics fulfillment center.
- Utilized data analysis to drive process improvements, reducing problem-solving hours by 17.4% and cutting waste volumes by 39.2%, yielding €4.7 million in annual savings.
- Led cross-functional teams through process design and implementation, focusing on efficiency and meeting both internal and customer requirements.

EDUCATION & CERTIFICATIONS

Master of International Business Management

ESADE Business School

Financial Times Top-10 World Program

Bachelor of Engineering - Information Technology

Universidad Tecnológica del Centro

Certified Salesforce Administrator (2024)

Certified Salesforce Business Analyst (2024)

Certified Salesforce Service Cloud Consultant (2024)

Salesforce Five Star Ranger (2024)

Certified Scrum Master (2023)

Certified AWS Cloud Practitioner (2023)

Google Cybersecurity Professional Certification (2023)