

MIKE KEYZER

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SENIOR INFORMATION TECHNOLOGY/SALES OPERATIONS LEADER

Extensive background in information technology management and applications administration/development. Expertise in solution development, systems integration and consolidation, and enterprise applications. Consistent success in delivery of major projects to meet business needs and support corporate goals. A dedicated and positive leader of combined onshore and offshore teams, who facilitates growth and enhances the performance of others. Strong cross-functional background in information technology, sales, operations, professional services, and marketing. Honored with numerous awards and increased responsibilities/promotions based on outstanding performance and strong leadership.

AREAS OF EXPERTISE

Salesforce.com – System Administration and Consolidation – Sales Operations – Application Integration and Development – CRM – Offshore – Process Improvement – Marketing – Data Analytics – Training – Mergers & Acquisitions – Mentoring

PROFESSIONAL CERTIFICATIONS

Salesforce Certified Administrator

PROFESSIONAL EXPERIENCE

COMPUCOM – Fort Mill, SC 2015 to Present
Global IT Services Provider.

SALESFORCE.COM PLATFORM MANAGER (2016 to Present)

As team expanded, promoted to Salesforce.com Platform Manager with direct report(s). Responsible for overall system performance, support, uptime, releases, org/instance migrations and upgrades, etc.

- Author of countless Process Builders and Flows to accomplish complex business functionality/processes without the need for custom Apex/VF code.

SALES OPERATIONS ADVISOR/SALESFORCE.COM SYSTEM ADMINISTRATOR (2015 to 2016)

Hired as part of a two-person team to completely re-architect an aging Salesforce.com implementation that was no longer effectively supporting the sales organization.

- Features immediately requested and implemented included:
Account Plans; Business Development (Inside Sales Rep) team functionality (DiscoverOrg, InsideView, HubSpot, Dialer software, and improved Campaign functionality); Competitors and Deal Competition; Custom support for multiple currencies (exchange rates) tracked monthly (MOR); Issue tracking/ticketing support system for users and support team; Custom real-time quota, pipeline, attainment, forecasting functionality at both the individual Rep and (rolled-up) Regional Lead level.

FUJITSU AMERICA – Schaumburg, IL 2009 to 2015
Fourth Largest Global IT Services Provider.

SENIOR IT DEVELOPMENT MANAGER, ENTERPRISE APPLICATIONS (2012 to 2015)

Promoted to management position to establish a high-performing functional and technical application organization consisting of direct reports in North America and an offshore development team in India. Responsible for SDLC on all Salesforce.com, Microsoft .NET, and Taleo enterprise applications. Represented these applications in senior management meetings as part of cross-technology enterprise architecture team. Responsible for controls and audits to ensure compliance for SOX and JSOX.

- Regional program manager for a Fujitsu Global CRM transformation project working to consolidate CRM applications across the five global regions into three distinct Salesforce.com instances located in North America, Europe, and Asia/Pacific. Objective was to centralize CRM operations and standardize sales processes globally to facilitate the One Fujitsu global vision
- Migrated .NET applications and SQL Server platforms into our Private Hosted Cloud platform to ensure better application stability and availability

- Mentor/trainer to junior SFDC resources
- Collaborate with users from all areas of the business including sales, operations, finance, delivery, resourcing, recruiting, and marketing, across the US, Canada, and India

SENIOR SYSTEMS ENGINEER, ENTERPRISE APPLICATIONS (2009 to 2012)

Lead Salesforce.com Administrator. Responsibilities included gathering and documenting requirements, developing solutions, conducting demos, facilitating QA and UAT sessions, user training, change migrations, performing data loads/updates/conversions, and providing second level end user support.

- Led CRM consolidation project which unified three CRM systems into single consolidated SFDC CRM system following merger of three Fujitsu companies in North America
 - Implemented Apex custom solution significantly enhancing the Opportunity Offering functionality to support multiple product and services business lines with complex forecasting and supply chain requirements
 - Developed custom Salesforce to Salesforce interfaces to consolidate opportunity pipeline data from four Fujitsu regions (North America, UK&I, Australia, Singapore) into a global reporting SFDC instance (Europe)
 - Managed all day-to-day administrative, sustainment, and change management activities for the corporate Salesforce instance, and led regular SFDC meetings with business owners across US, Canada, and India
- Extensive knowledge of SFDC administration: Roles, profiles, custom objects and fields, validation rules, workflow rules, email alerts, field updates, page layouts, reports, dashboards, multiple languages and currencies, Force.com IDE, DataLoader, AppExchange, etc.

FUJITSU CONSULTING – Schaumburg, IL

2006 to 2009

Information Technology Professional Services Organization.

SENIOR SYSTEMS ENGINEER, ENTERPRISE APPLICATIONS (2006 to 2009)

Following acquisition of Greenbrier & Russel, integrated into an organization with \$800M annual revenue as part of the consolidation of five IT services organizations. Transitioned into new role as Salesforce.com Administrator.

- Led project to implement SFDC for Fujitsu. Five distinct CRM systems were consolidated into a single unified Salesforce.com CRM system which supported the unification of the US sales organization. This consolidation included all SFDC configurations, as well as data migrations. System was rolled out to 250 users from sales, operations, marketing, and finance
- Following a business unit consolidation, merged another SFDC instance into our corporate Salesforce instance. This required merging their SFDC org configurations (users, fields, sales processes, workflows, reports, roles, profiles, etc) as well as existing data
- Rolled out Salesforce.com to the Canadian and India sales organizations. This included adding support for additional currencies, languages, as well as customizations aligned to their sales processes
- Managed all day-to-day administrative, sustainment, and change management activities for the Salesforce.com platform

GREENBRIER & RUSSEL, INC – Schaumburg, IL

1992 to 2006

Information Technology Professional Services Organization (Acquired by Fujitsu Consulting).

SENIOR SYSTEMS ENGINEER (1997 to 2006)

Transferred to corporate internal IT department as a Systems Architect and Lead Developer.

- Developed in-house email marketing and campaign management application that was fully integrated with corporate CRM system and public website. System sent and tracked targeted emails to clients for follow-up by sales organization. In 2005, our training division recognized \$1.46M in revenue as a direct result of this application
- Developed intranet-based timesheet application that was used by all employees in the organization. This application, which replaced paper timesheets, reduced the time to invoice clients from 18 days to 3 days
- Sole administrator/developer for Vantive (Peoplesoft). Initially a CRM system, Vantive was expanded to include sales, helpdesk, and marketing business needs
- Designed and developed multiple internal and external websites

CONSULTANT (1992 to 1997)

National Healthcare Accreditation Organization

- Lead developer on a team that authored and extended a complete object-oriented class library, including defining classes, methods, inheritance, overloading, etc
- Project lead and applications developer who co-wrote a custom application which allowed employees to schedule and perform government mandated healthcare accreditation surveys

National Wholesale Distributor of Business Products

- Placed on client engagement as part of team that developed a custom warehousing application that generated pick lists, packing slips, truck loading sequence documents, as well as other warehouse reports/documentation. System allowed the warehouses to efficiently organize, box, load pallets and trucks, in the most efficient manner

EDUCATION

Bachelor of Science, Applied Computer Science – Northern Illinois University, DeKalb, IL