

Cindy Bender

SALESFORCE CONSULTANT | SENIOR PROJECT MANAGER
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Solutions-oriented Salesforce Consultant, Project Manager, and Thought Leader with extensive experience spearheading projects, transforming businesses, and surpassing client expectations.

- **Salesforce & CRM:** Comprehensive knowledge of Salesforce and CRM solutions including pre-sales consulting and demonstration of Sales Cloud, Service Cloud, Experience Cloud, Marketing Cloud Account Engagement (Pardot), Nonprofit Success Pack, Financial Force, and Sugar CRM.
- **Project Management:** Capable of leading projects using Agile and Waterfall methodologies to optimize all phases of the end-to-end lifecycle from scoping, requirements gathering, business analysis, and strategic planning/roadmapping to execution, testing, and end user engagement.
- **Communication:** Collaborative relationship builder with the capacity to drive projects through to completion by liaising effectively with vendors, clients, and cross-functional colleagues.
- **Strategic Planning & Analysis:** Natural critical thinker with the ability to resolve problems and overcome obstacles by designing and deploying innovative solutions in pressurized and time sensitive environments.
- **Risk Management:** Adept at identifying and mitigating risks in conjunction with senior executive leaders.
- **Business Transformation:** Passionate about driving productive change and transforming businesses by designing and rolling out cutting-edge technology solutions and operating procedures.
- **Technology:** JIRA, MS Office Suite (Excel, Word, PowerPoint), Google Suite (Sheets, Docs, Slides), MS Visio, SharePoint, Sugar CRM, MS Teams, QuickBooks, Relational database structure and inquiry, Dataloader.io

Professional Experience

Phase2 Technology

12/2018 – Present

Salesforce Consultant, 05/2022 – Present

Lead a geographically dispersed consulting team comprised of multi-disciplinary Salesforce experts with oversight for multiple simultaneous client engagements. Deliver tailored advice and guidance as a Salesforce subject matter expert and influential strategic partner to numerous stakeholders. Achievements to date:

- Continually enhance the Salesforce consulting practice by driving development and innovation programs in conjunction with key members of the senior executive committee.
- Recruit, train, and mentor a team of Salesforce professionals on a global scale including direct reports.
- Prepare comprehensive pre-sales and solution architecting proposals for new and existing clients.
- Carry out intensive analysis of businesses to gather requirements (operational, technical, functional), identify pain points, and document high-level objectives before designing a strategic roadmap and statement of work.
- Leverage outstanding communication skills to develop strong working relationships with clients.
- Architect a solutions framework in alignment with Salesforce capability and the entire tech stack.
- Act as a liaison between technical teams, functional teams, and the client to share information and resolve issues.
- Identify growth opportunities throughout the portfolio by evaluating current and future client needs.
- Utilize integrated systems to source data for solutions architecture/design and developed a range of custom reports/dashboards to enhance management decision-making.
- Provide exceptional standards of training and coaching for end users to surpass client expectations.

Senior Project Manager – Salesforce Consultant, 12/2018 – 05/2022

Spearheaded a multi-million-dollar portfolio of projects with a mandate to deliver exceptional client satisfaction and sustainable portfolio growth. Highlights included the following:

- Managed all phases from scoping, strategic analysis, and requirements gathering to execution, testing, and end user support for a range of concurrent projects.
- Tracked and analyzed team performance against KPIs to identify opportunities for improvement.
- Mentored global colleagues focusing on project management skills, Agile methods, and Salesforce best practice.
- Acted as a critical partner to the Sales team by managing contracts and securing new business.
- Maintained project budget and schedule to ensure cost effective and timely completion.
- Formulated business relationships to advance partnership engagement and overall profitability.
- Implemented Salesforce best practices and oversaw Salesforce Administration for a diverse client portfolio.

All About U Adoptions

07/2014 – 12/2018

Business Manager | Technology Director | Project Manager

Orchestrated operational, strategic, and technical aspects of this business including oversight for complex projects and internal engagements. Accomplishments included:

- Implemented, configured, and trained Office 365, SharePoint, and Microsoft Teams.
- Managed research and selection of vendors and solutions based on specific project requirements.
- Played a leading role in the successful launch of a new, mobile optimized website with responsibility for all project stages and completed the initiative within 5 months.
- Transformed financial processes to streamline costs including the reduction of monthly payroll processing period by 10 days and a 5-month reduction in time to prepare financial statements for the annual audit.
- Maintained employee data to ensure compliance with licensing requirements across 4 states.
- Generated monthly board reports to support high-level decision-making and oversight.
- Decreased time required to track client account balances by 50%.

Independent Consultant

08/2017 – 08/2018

Business Analysis | Project Manager | Implementation Consultant

Worked with a variety of clients as a subject matter expert across a variety of software solutions. Led implementation projects and conducted comprehensive business analysis based on client requirements. Highlights:

- Successfully implemented a fleet management software solution for a client while also analyzing all facets of the business to identify gaps and opportunities for improvement.
- Oversaw a software training and documentation program for staff at all levels of the business.
- Conducted intensive market research for a technology service provider to optimize market positioning, promotional strategy, and pricing.

DataSync

05/2013 – 04/2014

Product Manager

Deployed technical knowledge, commercial acumen, and strategic leadership skills to manage teams and achieve project deliverables in this multi-faceted role. Achievements included the following:

- Led project scoping and requirements gathering in consultation with client representatives to ensure that action plans and statements of work were aligned with business needs and client expectations.
- Documented functional and technical requirements to enable product development and user acceptance.
- Turned around underperforming projects by implementing best practice standards, tools, and methodologies to get the entire team back on track and achieve timely project completion.
- Created tailored SugarCRM-based products for domestic and international clients.
- Provide guidance for C-level executives on new product development and existing product improvement as a trusted and influential subject matter expert.

Early Career Roles

Fiserv: Lead Application Architect | Sr Quality Assurance Representative | Sr Training Services Representative | Sr Customer Service Representative

Education & Certifications

Certified Salesforce Administrator

Certified Salesforce Marketing Cloud Administrator

Certified Scrum Product Owner

Thought Leadership

[Article: Using Salesforce to collect and maintain data the right way](#)

[Article: Salesforce and the costs of dirty data](#)

[Article: Salesforce and how to avoid dirty data](#)