

Robert L. Davis

Birmingham Metro Area

RobertLDavis.com | [linkedin.com/in/robert-davis-sfdc-professional](https://www.linkedin.com/in/robert-davis-sfdc-professional)

Salesforce Technical Architect / Solutions Architect | Enterprise Systems Leader

PROFESSIONAL SUMMARY

Salesforce Architect with 15+ years of experience designing, building, and delivering Salesforce solutions across consulting, financial services, education, public-sector, and regulated environments. Strong background in Salesforce architecture, Apex/Flow/LWC delivery, integrations, data architecture, SDLC/release management, stakeholder alignment, and scalable enterprise solution design.

CORE STRENGTHS

Salesforce Technical Architecture • Apex / Flow / LWC • Integration Architecture • Enterprise Systems Design • Data Architecture • DevOps & Release Management • SDLC Ownership • Technical Design Documentation • Stakeholder Communication • Developer Leadership • Data Cloud • Agentforce / AI Enablement

PROFESSIONAL EXPERIENCE

Salesforce Technical / Solutions Architect

Hike2 | Jan 2023 – Present

- Lead solution architecture and delivery for Salesforce and enterprise platform implementations in public-sector, legal, and regulated environments.
- Define modernization approaches including workflow redesign, integrations, automation, and digital experience improvements.
- Partner with stakeholders and delivery teams to align business goals, platform capabilities, and implementation roadmaps.
- Hands-on experience implementing CI/CD pipelines using Git, Gearset, Copado, Salesforce CLI, and GitHub/Bitbucket, with expertise in source-driven development, automated deployments, version control, and release management.
- Designed and implemented enterprise integrations using REST APIs, platform events, middleware, and external systems to connect Salesforce with ERP, financial, HR, and third-party applications.
- Implemented and managed Salesforce CI/CD pipelines using tools such as Gearset to automate deployments, enforce quality controls, and improve release reliability across environments.

- Advanced proficiency with Apex, Lightning Web Components (LWC), JavaScript, SOQL, asynchronous Apex (Batch, Queueable, Future, Scheduled), and declarative automation using Flow.
- Recognized as **Hiker of the Year (2023)** for strategic delivery and impact on high-visibility work.

Lead Salesforce Developer / Product Consultant

CRM Science | Sept 2019 – Jan 2023

- Designed and delivered custom Salesforce solutions using Apex, Flow, Lightning components, integrations, and managed package architecture.
- Partnered with architects, consultants, and stakeholders to translate business requirements into scalable technical designs from discovery through release.
- Supported AppExchange-oriented implementations, packaging strategy, feature planning, and technical delivery across multiple client projects.
- Introduced metadata-driven development patterns that improved deployment reliability, reduced issue triage effort, and made solutions easier to maintain.

Senior Salesforce Project Manager

AIG | Feb 2018 – Sep 2019

- Led cross-functional platform modernization efforts that improved reporting, coordination, and operational efficiency.
- Aligned business priorities with technical execution and supported rollout planning, training, and stakeholder communication.

Enterprise Salesforce Developer

Site1 | Apr 2016 – Feb 2018

- Built and maintained enterprise integrations, automation solutions, and platform enhancements supporting large-scale operations.
- Improved scalability and reliability through process improvement and targeted automation.

Business Analyst

AIG | Apr 2014 – Apr 2016

- Translated business requirements into technical plans, workflows, reporting solutions, and process improvements.
- Supported testing, rollout, and user adoption for enterprise platform changes.

Data Analyst / Salesforce Administrator

Discovery Education | Dec 2009 – Apr 2014

- Supported data and platform initiatives for K-12 education products, including assessment and digital learning systems.

- Built reporting and tracking processes that improved performance visibility and stakeholder insight.

EDUCATION

Master of Science, Secondary Education — Saint Joseph's University

Bachelor of Science, History — University of Alabama

CERTIFICATIONS

Salesforce: Data Cloud Consultant, AI Specialist, AI Associate, Platform App Builder, Platform Developer I, Advanced Administrator, Administrator, **plus nine additional Salesforce credentials**

Other: CompTIA A+, Microsoft Certified Desktop Support Technician (MCDST)

Additional project experience, recommendations, and career details available on

LinkedIn: [linkedin.com/in/robert-davis-sfdc-professional](https://www.linkedin.com/in/robert-davis-sfdc-professional)