

AWAIS AHAMED

Salesforce Architect | 14x Certified | CSM[®]

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PROFILE

Salesforce Architect with 8+ years of experience delivering enterprise-grade solutions across Sales Cloud, Service Cloud, CPQ, Data Cloud, and Agentforce. I think like an end user and build like an architect — designing platforms people actually adopt, backed by clean data models, rigorous governance, and reusable frameworks that scale with the business. Currently building AI-native solutions in production: Agentforce agents and MCP servers that users rely on daily. Certified Application Architect, Sharing & Visibility Architect, and Platform Data Architect.

KEY ACHIEVEMENTS

14x Salesforce Certifications

Certified Application Architect, Sharing & Visibility Architect, Platform Data Architect, PD I & II, MuleSoft, Agentforce Specialist, and more.

5x Complex Migrations

Led S2S, Zendesk-to-SF, and Classic-to-Lightning migrations — including 15M+ records and 80GB+ of files with zero GTM disruption.

50% Deployment Time Cut

Automated CI/CD with Gearset & GitHub; reduced deployment time by 50% and Apex violations by 20% via Apex PMD.

3x Greenfield Org Builds

Architected three full Salesforce org builds from blank canvas to production — including data model, security model, and integrations.

6x AI Agents in Production

Live Agentforce agents and MCP servers actively used by hundreds of users daily.

2x AppExchange Products Built

Developed two managed packages: a full Account Planning tool and a Commission Calculator — both published on AppExchange.

EXPERIENCE

Salesforce Architect - CRMIT Solutions

2022 – Present · Miami, FL

- Own platform architecture, governance, and delivery for a 3,500+ user production org spanning Sales Cloud, Service Cloud, CPQ, Billing Cloud, and Data Cloud.
- Built 6 live Agentforce agents and a custom MCP Server used by 250+ users daily — including a Renewal Qualification Agent saving specialists 8–15 hrs/month and a Triage Agent achieving 43% support deflection.
- Designed an Apex API Gateway consumed by MuleSoft and surfaced through an external AI chatbot (Ada), enabling customer self-service billing with no agent involvement.
- Architected a Data Cloud solution using zero-copy Snowflake integration to surface live product telemetry on Account records — no ETL, no duplication.
- Built a config-driven PDF generation engine (Custom Metadata-driven) for 600+ sales users; new document types added by admins with zero deploys.
- Led platform health governance with VP/Director-level reporting: traced and remediated Apex CPU timeouts, SOQL limits, row locks, and failed callouts.
- Restructured GTM pipeline; enabled Forecasting, Einstein Activity Capture, and Conversation Insights for leadership visibility across AM and New Customer teams.

Salesforce Technical Lead - CRMIT Solutions

Jun 2021 – May 2022 · Bengaluru, India

- Led 4–7 developer teams across 6 major Sales and Service Cloud projects as SPOC — gathered requirements, authored technical design documents, and owned delivery end-to-end.
- Spearheaded CI/CD pipeline with Gearset & GitHub; cut deployment time by 50% and reduced Apex PMD violations by 20%.
- Technical Lead on a post-acquisition S2S migration: 15M+ records, 100+ custom objects, 80GB+ of files — custom Java extraction/transform utility; zero GTM disruption.
- Led a Zendesk-to-Salesforce migration of 6M records into Service Cloud with transformation logic, data-quality controls, and record type mapping.
- Executed Classic-to-Lightning migration for 4,000+ users in insurance/healthcare, converting Workflow Rules and Process Builder automations to Flow.
- Led development of two AppExchange products — an Account Planning tool and a Commission Calculator — from concept through security review.

Salesforce Developer - CRMIT Solutions

Jan 2019 – May 2021 · Bengaluru, India

- Core contributor scaling a custom Inside Sales CTI app from 30 to 2,400 users (LWC, Apex, Java middleware on Heroku) — outbound/inbound calls, SMS, voicemail, conferencing; +15% call volume.
- Built a Buyer's Journey replacing Outreach for 150 users — Custom Metadata-driven steps, Record-Triggered Flows, dynamic task generation; improved lead conversion and eliminated ~150 Outreach licenses.
- Developed MQL alerting and escalation system (Apex Batch, Business Hours, Flows, Email Alerts) — 40% reduction in MQL response time, 25% increase in conversion.
- Built Salesforce ↔ Zendesk live integration with dynamically rendered LWC form populated from Zendesk REST APIs, eliminating manual ticket entry.

Salesforce Developer – Trainee - CRMIT Solutions

Jul 2018 – Dec 2018 · Bengaluru, India

- Built a Java application on AWS for real-time Plivo-to-Salesforce call data integration; developed Aura Components and Visualforce Pages; established foundational Apex patterns including bulkification and governor limit compliance.

SKILLS & TOOLS

Architecture

Solution Design · Data Modeling · Integration Patterns · Sharing & Visibility · Governance · Technical Debt Reduction

Development

Apex · Lightning Web Components · Aura · Visualforce · Flow · SOQL · JavaScript · Java · Spring Boot

DevOps & Tools

Gearset · GitHub · Copado · Salesforce CLI · Workbench · Apex PMD · Postman · JIRA · Confluence · Lucidchart

Salesforce Clouds

Sales Cloud · Service Cloud · CPQ / Billing Cloud · Data Cloud · AppExchange Development

AI & Integration

Agentforce · MCP Servers · Prompt Engineering · REST / SOAP APIs · Platform Events · CDC · Einstein · Snowflake · MuleSoft

Leadership

Team Leadership · Code Review · Architecture Design · Mentorship · Discovery Workshops · Estimation & Planning

CERTIFICATIONS

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|---|-------------------------------------|--|
| ✓ Certified Application Architect | ✓ Certified Platform Data Architect | ✓ Certified Sharing & Visibility Architect |
| ✓ Certified Deployment Lifecycle & Arch. Designer | ✓ Certified Platform Developer II | ✓ Certified Platform Developer I |
| ✓ Certified MuleSoft Developer | ✓ Certified Agentforce Specialist | ✓ Certified JavaScript Developer I |
| ✓ Certified Platform App Builder | ✓ Certified Business Analyst | ✓ Certified Administrator |
| ✓ Certified Platform Foundations | ✓ Certified Scrum Master (CSM®) | |

Trailhead: Agentblazer Legend '26 · Double Star Ranger (top rank — twice over)

EDUCATION

Bachelor of Engineering — Computer Engineering · Visvesvaraya Technological University · 2014 – 2018