

JUAN JARDIM

Salesforce Architect

15x Certified

SUMMARY

Highly skilled Salesforce Architect with a dual background in Computer Science and Education. Proven track record at Frontiers and IMD in driving complex digital transformations by shaping long-term architecture strategy and vision. Expert in analyzing technical trade-offs to ensure platform scalability while fostering a culture of continuous improvement and high-performance engineering.

PROFESSIONAL EXPERIENCE

SALESFORCE ARCHITECT | April 2026 – Present | **Frontiers** | Lausanne, Switzerland

- **Architecture Strategy & Vision:** Responsible for shaping the long-term direction of the Salesforce platform by analyzing the trade-offs for every request involving a major architecture change.
- **Platform Governance:** Ensure all implementations align with the Salesforce Well-Architected Framework, maintaining platform integrity through Architecture Decision Records (ADR).
- **Simplification & Capability Mapping:** Designed a capability map to help Product Managers leverage Out-of-the-Box (OOB) functionalities, leading to the systematic removal of legacy code and automation.
- **AI Leadership:** Leading the transition for the developer team to embrace AI-first tools including Cursor, Antigravity, Agentforce, and Claude to improve code quality and accelerate delivery.
- **Innovation & PoCs:** Deliver Proof-of-Concepts (PoCs) for Agentforce capabilities and provide high-level Solution Design Documents (SDD) to guide engineering execution.
- **Data Strategy:** Oversee Enterprise Integration and Data Strategy, including the implementation of Data Cloud to connect disparate systems and improve data intelligence.

SALESFORCE ENGINEERING TEAM LEAD | Feb 2024 – April 2026 | **Frontiers** | Lausanne, Switzerland

- **Leading a team of technical Salesforce and Marketing Cloud Engineers** to deliver scalable solutions while fostering a collaborative and high-performance culture.
- **AI & Innovation Leadership:** Organized and facilitated a hands-on workshop for 11 participants on Salesforce **Agentforce**, guiding the team to build a functional agent with 4 use cases relevant to Frontiers' business needs.
- **Process Optimization:** Designed and implemented a Case Auto-reply **Salesforce Trigger flow**, successfully reducing the volume of cases requiring manual attention by 10%, significantly improving team efficiency.
- **Data Cloud Architecture:** Played a key role in the successful setup of Salesforce Data Cloud, enabling a 360-degree customer view by integrating data from Frontiers AIRA and Salesforce.
- **Strategic Collaboration:** Partner directly with Product Managers and business stakeholders to translate requirements into technical solutions, demonstrating strong business acumen.
- **Security & Operations:** Develop and enforce Salesforce security policies to protect confidential data while managing releases and upgrades with minimal business disruption.

CONTACT

juanjardim@gmail.com

www.juanjardim.com

<https://www.linkedin.com/in/juanjardim>

Lausanne, VD, Switzerland

SKILLS

APEX, LWC, AGENTFORCE, DATA CLOUD, AZURE DEVOPS, GIT, SOQL, SCRUM/AGILE, JAVASCRIPT, C#

CERTIFICATIONS

Salesforce Architect:

- System Architect
- Application Architect
- Data Architect
- Integration Architect
- Identity and Access Management Architect
- Salesforce Certified Sharing and Visibility Architect
- Development Lifecycle and Deployment Architect

Salesforce Consultant & Specialist:

- Agentforce Specialist
- Data Cloud Consultant
- Sales Cloud Consultant
- Administrator
- Platform App Builder

Salesforce Developer:

- Platform Developer II
- Platform Developer I
- JavaScript Developer I

EDUCATION

MSc in Computer Science - University of Madeira, Portugal

BSc in Computer Science - University of Madeira, Portugal

- Continuous Improvement and Development: Develop Proof-of-Concepts using Lightning Web Components (LWC), Apex, Flows, to support Solution Design Documents.
- Code Quality & AI Analysis: Used **ApexGuru** to analyze the code base, identifying critical runtime inefficiencies. Translated these AI-driven insights into actionable coding guidelines, reducing technical debt and standardizing development practices for the team.

SALESFORCE TECHNICAL LEAD | Apr 2022 - Feb 2024 | **Frontiers** | Lausanne, Switzerland

- Served as the company's main point of reference for the Salesforce ecosystem, focusing on architectural integrity and code quality.
- Agile Process Ownership: Orchestrated the **Agile/Scrum** methodology for the team, facilitating all core ceremonies—including Daily Stand-ups, Backlog Grooming, Sprint Planning, Demos, and Retrospectives—to ensure continuous delivery and alignment with business goals.
- Architectural Leadership: Led the design, development, and maintenance of the Salesforce application, overseeing complex configurations, customizations, and integrations with third-party systems to ensure scalable architecture.
- Knowledge & Documentation: Established a culture of continuous learning by introducing "Knowledge Sharing" sessions and Salesforce Release deep-dives. Additionally, the overhaul of technical documentation led by migrating all resources to a structured Confluence space, improving accessibility for the entire team.
- Release & Security Management: Planned and executed Salesforce releases and upgrades with minimal business disruption. Developed and implemented strict security policies to ensure the protection of confidential company information.
- Crisis Leadership: Demonstrated resilient leadership during a major corporate restructuring (layoffs), successfully maintaining team morale, redistributing workloads, and ensuring business continuity and delivery under high pressure.

SALESFORCE DEVELOPER | October 2020 - Apr 2022 | **Frontiers** | Lausanne, Switzerland

- Played a pivotal role in modernizing the Salesforce ecosystem by driving the transition from legacy automation (workflows and Process Builder) to Flow, optimizing Apex code base, and implementing complex integrations with Azure. Focused on delivering high-impact solutions for Sales, Service, and Marketing Cloud.
- Automation Modernization: Pioneered the company's adoption of **Salesforce Flow** (introducing both Screen and Record-Triggered Flows), leading a critical migration from legacy Process Builders and Workflows to a more efficient, scalable architecture.
- Codebase Optimization: Refactored legacy **Apex** logic and standardized automation practices, resulting in a 40% reduction in code volume, significantly reducing technical debt and improving system performance.
- Forecasting Architecture: Architected and implemented a custom "Article Forecasting" solution mirroring standard Opportunity forecasting logic. This full data model enabled precise, stage-by-stage forecasting for articles based on their specific Journal.
- LWC Development: Developed custom Lightning Web Components (LWC) to visualize Journal Manager targets and progress.
- Integrations: Collaborate on complex integrations using Azure Logic Apps and RabbitMQ to ingest external system data into Salesforce, ensuring seamless real-time synchronization.
- DevOps Transformation: Changed the release management process by implementing a **CI/CD pipeline using Azure DevOps**, replacing the manual and error-prone Change Set process. This transition introduced version control (Git), automated deployments, and peer reviews, significantly reducing deployment errors and accelerating release cycles.

Software Engineer | Apr 2016 – Sep 2020 | **IMD Business School** | Lausanne, Switzerland

- Community Cloud: Led the improvement and maintenance of the IMD Salesforce Community, creating custom Lightning Aura and Web Components.
- Project Management: Managed web architecture evolution using Scrum and Agile methodologies, coordinating effectively with external consultants.
- .NET & EPiServer: Maintained and improved the web ecosystem using .NET MVC and EPiServer.

Web Developer | Jul 2012 – Mar 2016 | **NOS Madeira** | Portugal

- Development of Custom CRM using Ember.js, HTML5, jQuery, Bootstrap, Zend Framework (PHP), and Node.js.

Invited Assistant Professor | Feb 2011 – Jul 2015 | **University of Madeira** | Portugal

- Taught Computer Architecture, guiding students through complex projects such as building CPUs in VHDL and FPGA simulations.