WILLIAM CLIFFORD
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DRIVING ORGANIZATIONAL CHANGE THROUGH EFFECTIVE PEOPLE AND TECHNOLOGY LEADERSHIP

Collaborative technology leadership professional with 20+ years of expertise leading and growing teams of engineers and architecting scalable cloud-based infrastructure solutions. Highly experienced full-stack developer with an ability to serve as a bridge between management and engineering teams. Trusted technical advisor to executive teams with a track record of retaining and earning new business with Fortune 500 companies through innovative approaches to solving complex technical and business challenges.

Team Development & Management	Strategic Vision & Planning	Client Management	Technology Leadership
Executive-Level Decision Making	Full-Stack Software Development	Product Development	Schedule Management
Continuous Process Improvements	Cross-Functional Leadership	Project Management	Change Management
Resource & Performance Management	Solution Design & Development	Mentorship & Training	Automation

LEADERSHIP PROFILE

➤ Embraces a collaborative approach within and among teams, where each voice has a chance to be heard.

➤ Proponent of the idea that organizational success is dependent on team success.

➤ Empowers team members to become leaders in their own right; helps individuals reach their full potential.

➤ Nominated and selected to partake in Salesforce's Elevate Program, a 6-month journey directed toward building leadership skills through a focus on self-awareness, communication, psychological safety, and high performing teams.

PROFESSIONAL EXPERTISE

Salesforce (NYSE: CRM) – San Francisco, CA   2017 – Present
Director, Technical Consulting

Support the post-acquisition integration of Sequence's Design Team into Salesforce. Provide technical expertise and leadership that enable the company to better understand its enterprise client's technical environments, and challenges. Work with user-centered design teams to support prototyping and proofs of concept.

Team Leadership
- **Conducts enablement sessions to educate and provide technical support for Salesforce's new Experience Design Team**, which was created as a part of Salesforce's acquisition of Sequence.
  - o **Expanded the Team's knowledge** of system administration and deployment to improve understanding of feasibility.
  - o **Empowered the Team to consistently earn top CSAT scores** on their projects and achieve year over year growth in services.

Enterprise Client Solutions
- **Siemens/Mentor Graphics:** Technical lead for a small team that built a concept based on focus-group research and user feedback to consolidate service teams with different products across the merging organizations onto one support platform.
- **Wells Fargo**: Drove the technical voice within the Design Team to support Wells Fargo's Financial Services Cloud Salesforce implementation and simultaneous transition to Agile. The technical guidance has been used in numerous other engagements.

- **Uber Eats:** Technical Architect for a 4-person Sales Cloud project to optimize the Client's use of Salesforce. Defined technical roadmap with concrete steps through implementation, which was adopted and is currently in the process of rolling out.

Sequence – *San Francisco Bay Area, CA* 2014 – 2017
Director of Technology

Hired to establish in-house expertise in web and application development as an extension of the company's core design business to meet increased demand from Fortune 500 clients. Built an internal technology practice to remove dependence of third-party development partners and improve project management expertise for technical projects. Provided oversight for all technical projects. Provided solution architecture, scope estimates, and implementation plan. Closed deals on technical projects for clients that Sequence had previously failed to win over, including Apple, and Medtronic.

Team Management
- **Built and managed the technology team;** defined required roles, recruited and hired FTEs, managed team performance, and built relationships with third-party development partners and recruiters to scale capacity on demand.
- **Developed and launched a novel rotating internship program** with the University of Waterloo.
- **Helped Project Management, Design, and Client Teams prioritize features/enhancements based on business impact and technical effort.** Aligned cross-departmental communication and schedules. Monitored project milestones, dependencies, assumptions, risks, and issues.

Client Cases Studies
- **Chipotle:** Rescued a project engagement with the lynchpin client ($1M+) by restructuring the development process of the project's global team, doubling sprint cadence, simplifying the scrum board, tracking sprint velocity to improve transparency and expectations, and working with Management Team to groom the backlog and prioritize critical issues.
  - o Achieved client satisfaction by negotiating and delivering the deployment of their content management systems (SMC) and site on an acceptable timeline. Subsequently earned the business of multiple long-term retainers.
- **Earthbound Farms:** Recommended the company migrate to a managed WordPress hosting provider. Oversaw the migration from Drupal CMS to WordPress in coordination with a migration specialist.
  - o Launched the project on time and on budget. The site still runs on the same platform using the same design system.
- **Medtronic:** Developed a Customer Care Portal prototype that could be easily integrated with the Client's existing codebase by teaming a frontend developer with the design team. The result was an accelerated process that surpassed expectations, deepened trust, and earned more business.
- **Chevron:** Paired a frontend developer with the design team to build responsive prototypes that were demonstrated to both the Techron and Texaco business owners and development teams. The prototypes were a tremendous success and subsequently led to additional development work. Engaged and completed projects for both businesses on time and in budget with a successful handoff to each business's development team. Both sites are still actively used for marketing campaigns.

Wine.com – San Francisco, CA   2003 – 2014
Software Architect, Director of Software Development (2011 – 2014)
Director of Software Development (2007 – 2011)
Senior Developer (2004 – 2007)
Contract Developer (2003 – 2004)

Revolutionized the Company's approach to online ordering; a complex process due to the variety of different state alcohol shipping regulations. Transitioned from an individual contributor to a well-respected team leader and trusted advisor to the Executive Team. Became owner of the Company's online storefront site with gradual influence on finance, customer service, and warehouse operations. Implemented numerous process improvements to accelerate feature deployments, reduce spend, and improve overall quality.

Team Leadership
- **Worked with Business Leads as a core member of the Engineering Leadership Team** to define and score features based on the 3x3 impact/effort matrix. Managed feature backlog, communicating back to business leads on progress and to address any open questions from the development team.
- **Managed an offshore QA team and maintained a library of test script documents.** Tested on multiple platforms on multiple devices. Maintained daily email communication with weekly conference calls. **Acted as liaison between the development team, the QA team, and business owners.**
- **Implemented an Agile Scrum approach and served as Scrum Master and Sprint Coordinator.**
  - **Created a greater understanding among business leaders of development team productivity** by providing clear, understandable metrics and establishing a consistent feature enhancement cadence.
  - **Enabled the Development Team to have a better work/life balance.**
- **Served as interim Engineering Lead in the absence of the departing CTO** during a critical holiday shopping season. Partnered with business leads to identify risks, and worked with Engineering to define process and procedure to mitigate said risks.
  - **Wine.com experienced a record season in sales** with the most shipments to date, achieved with no downtime.

Engineering Innovation & Technical Leadership
- **Dramatically improved overall website application performance** by driving the implementation of Jenkins continuous integration platform; improved code quality, automated software deployments, and increased release frequency.
  - Helped the company to become **a top-performing Commerce site.**
  - **Improved the deployment process** in a way that eliminated downtime during deployments.
  - Implemented a process that **mapped individual user stories to releases for better auditability and reporting.**
- **Served as the technical architect for converting multiple components of the platform into a service-oriented architecture;** oversaw the implementation of all feature development on the Company's eCommerce platform, which increased the velocity of deployments.
- **Planned and executed a multi-phase deployment of a new credit card processing platform** affecting several aspects of the business, including eCommerce, customer service, fulfillment, and financial reconciliation.
  - **Simplified PCI (Payment Card Industry) compliance** and lowered risk exposure.
  - **Achieved a per-transaction cost savings** and greater financial efficiency.
  - Developed the platform with a forward-thinking mindset to allow easy **adaptability with new payment providers.**
- **Executed the design and development of multiple microservices** such as a discounting service, shipping and handling service, tax calculator, weather service, search, and end-user personalization.

PRIOR EXPERIENCE

Senior Consultant | *Proxicom/Dimension Data North America* – *San Francisco, CA*   1999 – 2004

Consultant | *LANSystems/WinStar Professional Services* – *San Francisco, CA*   1996 – 1999

VOLUNTEER INVOLVEMENT

Board Member | *Burlingame American Youth Soccer Organization (AYSO)*   2015 - Present

TECHNICAL LANGUAGES & TOOLS

Programming Languages: C# | Java | Ruby | SQL | JavaScript | JQuery | ReactJS | ReactNative | NodeJS

Database Technologies: MSSQL | Oracle/Endeca | Postgres | MySQL | MongoDB | Redis | MemCache | Couchbase

Search: Oracle Commerce Guided Search | Solr | Lucene

Software-Based Infrastructure: Heroku | AWS and Azure | Vagrant and Docker

Continuous Integration / Continuous Delivery: Jenkins | CircleCI | TravisCI

Network Technologies: DNS | Load Balancing | WAF | CDN | SSL | HTTP/HTTPS

CERTIFICATIONS

Salesforce Certified Advanced Administrator (2019)   Salesforce Certified App Developer (SCAA) (2019)

Salesforce Certified Sales Cloud Consultant (2018)   Salesforce Certified Service Cloud Consultant (2018)

Salesforce Certified Platform App Builder (2018)   Salesforce Certified Administrator (2017)

Microsoft Certified System Engineer (1999)

EDUCATION

Bachelor of Science, Electrical Engineering (BSEE) | *University of Michigan, College of Engineering – Ann Arbor, MI*