

Career Bio

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Salesforce Technical Architect

A platform architect's scope, still carrying a developer's title. This scan targets Salesforce Technical Architect and Solution Architect roles in financial services and enterprise software.



Career Bio

Salesforce Technical Architect - 1 of 2

WHO YOU ARE

Twenty years on the Salesforce platform, unbroken, since 2006. You have lived through every major platform era: Visualforce-first customization, the shift to Lightning Web Components and Flows, and the REST-based integration patterns that define modern Salesforce architecture today. That kind of continuity is rare. Most Salesforce careers show gaps or platform-hopping; yours shows one long, deepening commitment to a single ecosystem.

You are the person a company points to when the Salesforce org itself is the risk. At Zensurance you are the sole primary technical resource for the platform, monitoring usage and API consumption and building alternate solutions before capacity or capability problems become outages. You proved that at scale this year, moving more than 10 million live records and 20 million archived records, including Chatter and attachments, into a new org with zero disruption to the business, while retiring a legacy managed package the company had built years of process on top of.

WHAT MAKES YOU UNIQUE

Unbroken platform depth: twenty years of continuous, hands-on Salesforce work since 2006, spanning Visualforce, Apex, Lightning Web Components, Flows, and REST/SOAP integration, not a generalist who picked up Salesforce along the way.

Migrations that do not break anything: led a 30-million-record production org migration (10M live, 20M archived), including Chatter and attachments, with no disruption to business operations, the kind of result that only comes from genuinely understanding the platform's internals.

Apps that scale past a single org: built apps, plugins, and frameworks inside Salesforce that reached 20,000+ users across separate client orgs, plus a scratch org framework now running 150 environments a day, real infrastructure work most Salesforce Developers never touch.

Financial services fluency: 15 years supporting financial services clients directly at Tier1 Financial Solutions, spanning deployment, professional services, and strategic-projects work, including client-facing delivery across the US, UK, and Australia.

Career Bio

Salesforce Technical Architect - 2 of 2

WHERE YOUR TITLE UNDERSELLS YOU

Tech Lead undersells you badly. At Zensurance you are not one engineer on a team, you are the company's entire Salesforce platform: the sole primary technical resource, the person who catches capacity and capability problems before they become outages, and the one who executed a 30-million-record migration without any business disruption. You also built the scratch org framework the whole team now works inside of, 150 environments a day, real platform infrastructure, not a feature ticket. A title search for Tech Lead alone misses candidates like you who are functioning as de facto platform architects and owners, not team-of-one developers.

ONE HONEST GAP WORTH NAMING

Twenty years of hands-on Salesforce mastery, and no formal Salesforce certification on this resume, not Administrator, not Platform Developer, not Application Architect. Some recruiters and ATS filters screen on the credential rather than the work itself, and that is a real risk for you specifically because your depth is genuinely ahead of what any single certification measures. Consider adding at least the Salesforce Certified Administrator or Platform Developer I as a fast, low-cost way to close that screening gap without changing how you would actually perform on day one.

HOW THIS SHAPES YOUR SEARCH

Search for Salesforce Technical Architect and Salesforce Solution Architect titles specifically, not just Developer or Tech Lead, since your actual scope, org-wide platform ownership, large-scale migration, cross-team technical decision-making, already operates at that level even where your title has not caught up. Weight financial services and enterprise software employers heavily given your 15 years at Tier1 and current work at an insurance-tech company, but do not rule out other regulated or high-complexity industries where large-scale data migration and platform governance experience transfers directly. And name the certification gap early in conversation rather than letting a resume screen filter you out before a human ever reads it.