

MATTY WHALLEY

Salesforce Tech Lead, Platform Ownership & Large-Scale Migration

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August 9, 2026

Dear Hiring Manager,

I have spent twenty years on the Salesforce platform, continuously, since 2006. I have worked through every major era of the platform, from Visualforce-first customization to modern Lightning Web Components, Flows, and REST-based integration, and I bring that full depth to every engagement rather than a narrow slice of it.

At Zensurance, I am the company's sole primary technical resource for Salesforce, responsible for monitoring platform usage and API consumption and building alternate solutions before capacity or capability issues become real problems. This year I led a production org migration 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 organization had built years of process on top of.

Beyond migration work, I have built apps, plugins, and frameworks inside Salesforce that reached 20,000 or more users across separate client orgs, and I currently run a scratch org framework supporting 150 environments a day. I bring fifteen years of financial services delivery experience from Tier1 Financial Solutions, including client-facing work across the US, UK, and Australia, to any platform I take responsibility for.

I am looking for Salesforce Technical Architect and Solution Architect roles where that combination, platform depth, migration experience at real scale, and financial services fluency, is the actual job, not a stretch from what my current title suggests.

I would welcome the opportunity to discuss how my background can contribute to your team.

Sincerely,

MATTY WHALLEY