

MIKE MACLEOD

Senior Salesforce Solution Architect, Financial Services Technology Delivery

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Dear Hiring Manager,

I am a Salesforce delivery leader with more than fifteen years on the platform, including eight years of dedicated hands-on Salesforce delivery across Sales Cloud and Service Cloud implementations for financial services clients. I hold Salesforce Certified Administrator and Certified Platform Developer I credentials, earned in 2012, alongside a 2026 PMP certification, so I bring both platform depth and delivery governance to every engagement.

What sets me apart is architecture-level work carried out under a delivery title. I have completed a full data migration from an acquired company into a client's Salesforce instance, designed the JIRA-Salesforce integration that gave leadership unified reporting, and built a complete Pardot implementation covering backend configuration and campaign design. I have also been trusted with distressed engagements, including a flagship client account that I moved from failing status to a strong, healthy partnership within weeks.

I combine that platform and integration depth with real program management discipline. I delivered a \$3.1 million enterprise CRM rollout on schedule and on budget across an eighteen month engagement supporting eighteen hundred users, and I bring the same structure to anti-money laundering compliance delivery, having spent two years building analytics and software on the Alessa platform for regulated financial institutions.

I am ready to bring platform certification, architecture-level delivery experience, and program governance discipline to a Solution Architect role where all three genuinely matter.

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

Sincerely,

MIKE MACLEOD