PROJECTS PORTFOLIO

salim weigel

Product & Project Management | Salesforce Implementation

CONSTRUCTION INDUSTRY   **Frankfurt, Germany**

Salesforce Field Service Consultant   *January 2023 – Present*

- Led the roll out, change, and adoption management of the Field Service App for 46 workshop foremen.
- Developed a comprehensive roles and rights concept to ensure proper access and permissions within the system.
- Created visually appealing and informative dashboards to provide real-time insights into field service operations.
- Provided consulting and enablement support to the workshop foremen, assisting them in maximizing the app's benefits.

CONSTRUCTION INDUSTRY   **Frankfurt, Germany**

Salesforce CRM Analytics Consultant   *January 2023 – Present*

- Conducted requirement management activities, collaborating closely with stakeholders to identify their specific needs and goals.
- Designed and built intuitive dashboards, tailored to visualise key performance indicators and facilitate data-driven decision-making.
- Set up the CRM analytics infrastructure, configuring the necessary tools and systems to collect, process, and analyse customer data effectively.
- Created insightful and actionable dashboards, providing Oventrop's management team with valuable insights into customer behaviour and trends.

INSURANCE INDUSTRY   **Frankfurt, Germany**

Salesforce CRM Analytics Consultant   *September 2022 – Present*

Responsibility:

Responsible for the successful implementation of the first MVP for roll-out to 4,000 financial advisors. Coordination with business unit, data integration and software development teams.

Challenge:

Replacing the monolithic legacy system and quickly transitioning to a new scalable Salesforce environment. The current development team has no Salesforce experience and the requirements qualification process, as well as the transfer of requirements to the development team, takes too long and is excessively complex.

Approach:

Implementation of a faster development lifecycles through the show don't tell philosophy. Based on the knowledge gained with the MockUp templates and the UX/UI team we were able to improve the qualification of the requirements and transfer them faster to the development team.

Tasks & Environment:

- Analysis of the existing Service Process and existing Service System
- Coaching of the development Team
- Implementation of the APEX based "Sharing Model"
- Sharing Model
- Load and performance tests
- Volume scopes
- Solution and target design
- Development steering
- Reporting to the board
- Salesforce development cycle optimisation

Tasks & Environment:
- Evaluation of new data integrations
- Requirements management
- Creation of dashboards and flows

Salesforce Experience Cloud, Salesforce Financial Services Cloud, Marketing Cloud, Tableau CRM, MuleSoft.

Total users: 26.000

DEKRA SE   **Berlin, Germany**
Salesforce Roll-out Manager   *July 2022 – September 2022*

Responsibility:

Responsible for the strategic support of the multi cloud rollout in six regions and eight service divisions. Development of LMS and class room user trainings for 2.500+ users globally.

Challenge:

Rolling out 2500 Salesforce Sales Cloud and CPQ licenses and thus replacing local small-scale CRM system themes into one large global CRM to be used as a single source of truth for the stakeholders. Due to the local focused structure and the non-organic growth the adoption rate of Salesforce is low and needs to be increased to meet the reporting targets to the shareholders.

Approach:

The combination of PWC's local vs one fits all approach for IT system rollouts and a customised LMS training program with hands-on sessions and class room training, as well as targeted UAT testing with selected key users, made it possible to significantly increase the adoption rate and ensure a successful rollout.

Tasks & Environment:
- Support and consulting for the international Salesforce roll-out
- Management of the adoption team and the creation of strategies and content, as well as the implementation of KPI's to measure the success of the roll-out
- User trainings (Marketing Cloud, CPQ, Sales, Community)
- Creating LMS trainings

Salesforce Sales Cloud, Salesforce CPQ, Marketing Cloud, Salesforce Community Cloud.

Total users: 2.500

CVS HEALTH   **New York, USA**
Data Architect and Product Manager   *January 2021 – June 2021*

Responsibility:

Responsible for the requirements engineering and implementation of a new resilient ETL data pipeline with associated data warehouse and BI visualisation. Leading a 5 person team consisting of developers, Devops and dashboard designers.

Challenge:

Replacing the no longer performant and expensive ETL processes and regaining the trust of the marketing and strategy department by visualising recommendations for action.

Approach:

By implementing a new ETL process for batch and streaming data, as well as dashboard visualisations of key KPI's in customer CI, we were able to deliver the required insights for marketing and strategy control and achieve more revenue through targeted advertising with the new solution.

Tasks & Environment:
- Analysis of existing data and AI process and existing system
- Evaluation of a new data integrations
- Requirements management
- Creation of dashboards

Handling economies of scale for 2000 devices.

MERCEDES-AMG GMBH   **Affalterbach, Germany**

Data Consultant   *February 2020 – August 2020*

Responsibility:

Provide technical and disciplinary leadership to the extended data team for the harmonisation of marketing data from website, email, social media, events and TV.

Challenge:

The marketing data from email campaigns, the website, social media and other sources was only available in unharmonised data silos and therefore it was not possible to create a comprehensive performance analysis. Furthermore, it was difficult to argue the expenses and budgeting of marketing measures. A holistic marketing journey was not measurable.

Approach:

Through a high-level data analysis and the precise allocation of valuable company data, a data integration platform and data visualization tools made it possible to obtain a consistent view of all marketing measures, their performance as well as their costs in order to calculate the ROI.

Tasks & Environment:
- Analysis of existing data points process and existing service tools
- Evaluation of a new data integrations
- Requirements management
- Creation of dashboards and ETL data mapping

Tableau, Datorama, SQL, Python.

MERCEDES-BENZ GROUP AG   **Stuttgart, Germany**

Data Consultant   *October 2019 – December 2020*

Responsibility:

Product responsibility for the development in an extended team of 30 developers and data engineers of a central data synchronisation for the harmonisation of internal data silos for the internal market research, marketing, sales and service data for the product launches EQS, the new S-Class and S-Class Maybach. Furthermore for target group and sales forecast analysis for the GLE and GLC.

Challenge:

The creation of a uniform data basis and a 360 customer forcast for optimized product launches for Europe, Asia and North America.

Approach:

Introduction of a data integration platform and an Azure Data Lake, as well as the implementation of all data in a unified Power BI Data cockpit and transfer of the most important sales data into the Salesforce CRM system.

Tasks & Environment:
- Evaluation of a new data integrations
- ETL-Pipeline building
- Lead the data science and engineering team and create strategies and a robust data architecture
- Data analysis and dashboard development

Salesforce Sales Cloud, MuleSoft, Datorama, Azure, PowerBI, SQL, Python, Spark.

AOK BAYERN   **Munich, Germany**

Data Consultant   *August 2020 – December 2020*

Responsibility:

Responsible for implementing a KPI cockpit to measure campaign ROI and optimise targeting in the highly regulated healthcare sector.

Challenge:

The consolidation of ERP and marketing data from different sources, as well as their reflection in a self-developed CRM system.

Approach:

Due to the sensitive customer data, the implementation of a data integration platform was not possible, as there was a clear air gap requirement, so I and my team developed and implemented our own solution using open source tools and Tab. The data was then displayed in a dashboard in customer CI.

Tasks & Environment:
- Evaluation of a new data integrations
- ETL-Pipeline building
- Lead the data science and engineering team and create strategies and a robust data architecture
- Data analysis and dashboard development
- Tableau

Total users: 1.000+

VOLKSWAGEN   **Kassel, Germany**

Data Consultant   *April 2021 – August 2021*

Responsibility:

Responsible for the execution of a PoC and a feasibility study for the reduction of the scrap of a production line.

Challenge:

The production line of an e-parts plant causes several million euros in annual costs. The data events are forwarded to a head station, but due to the amount of data, information is written away and an alarm system that can predict or detect failures is not integrated.

Approach:

To calculate the failure points, we we used a machine learning model that can adequately process the adequately process the high-dimensional data structure, as well as providing an accurate prediction of the failure points. This approach significantly reduced the computational significantly by this approach.

Tasks & Environment:

- Evaluation of a new data integrations
- ML-Pipeline building
- Data analysis and dashboard development

THANK YOU!

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