

JENTZEN FLASKERUD

Salesforce Solutions Architect · GTM / RevOps Systems

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PROFESSIONAL SUMMARY

Salesforce architect and senior administrator owning CRM architecture across a full GTM and revenue organization. Salesforce Certified Platform App Builder, Certified Associate, and Process Automation Accredited Professional. I translate complex business processes into simple, scalable, decoupled architectures, pairing AI-augmented development across Apex and LWC with declarative automation in Flow, REST/SOAP API integrations, data governance, and AI-powered automation. I architected the company's first quote-to-cash process, driving a 40% increase in revenue under contract and earning Most Impactful Project of the Year 2025. I mentor admins and cross-functional teams and routinely work with large data volumes and data-quality governance at scale.

TECHNICAL SKILLS

Salesforce Platform: Sales Cloud, Service Cloud, Data Cloud (Data 360), Lightning Experience

Build & Configure: SOQL, Flow, Dynamic Forms, Lightning Record Pages, declarative automation

Integration & Events: REST/SOAP APIs, Platform Events, event-driven architecture, custom webhooks, bidirectional integrations, Data Cloud zero-copy (Databricks)

Architecture & Data: CRM & GTM systems architecture, data modeling & ERDs, data dictionaries, data governance, data-quality monitoring, large data volumes

AI-Native Engineering: Custom MCP server development, multi-agent AI development & governance, AI-augmented development across Apex, LWC, JavaScript & CSS (architect, direct, review), prompt engineering, RAG / knowledge bases, Claude Code/Cowork, CLI development

Mentorship & Enablement: Technical leadership for admins and cross-functional teams; stakeholder partnership across Sales, RevOps, and Support

DevOps: DevOps Center, CI/CD pipelines, Salesforce CLI (sf), sandbox strategy, version control

Design Principles: Simple, Scalable, Flexible, Decoupled Architecture

CERTIFICATIONS

- Salesforce Certified Platform App Builder — 2022
- Certified Salesforce Associate — 2023
- Process Automation Accredited Professional — 2022
- Salesforce Certified Administrator — 2021
- Salesforce Certified Data Architect — *In Progress*

PROFESSIONAL EXPERIENCE

Senior Salesforce Administrator

May 2024 – Present

Syncro · RevOps Team · Remote

- My role has grown to overseeing the systems and integrations architecture across our full GTM and revenue systems, as well as owning our CRM.
- Architected and launched Syncro's first quote-to-cash process, driving a 40% increase in revenue under contract, earning Most Impactful Project of the Year. Later expanded the design to support new company offerings, driving an additional revenue lift.
- My team led and delivered a company-wide Customer Journey Map that aligned every department on customer-lifecycle definitions and processes, then provided the technical leadership to architect and overhaul Salesforce and the GTM systems.

- Built a self-maintaining Data Dictionary cataloging every field with its definition, status, usage, automations, formulas, and layouts, establishing a governed single source of truth and downstream-impact analysis that updates automatically.
- Leveraged Data Cloud (Data 360) zero-copy connection to bring Databricks data into Salesforce. Built custom webhooks and bidirectional REST/SOAP integrations with third-party systems including but not limited to Intercom, Outreach, Planhat, Pendo, and Slack.
- Implemented a custom Salesforce MCP server granting AI secure access to Salesforce data, and developed a multi-agent AI team that diagnoses, troubleshoots, and delivers Salesforce work in a dedicated sandbox under my review and approval.
- Built Salesforce data-assertion tools to monitor data quality, stood up an AI-powered RevOps Knowledge Base, and shipped Chrome extensions improving quality of life for frontline success, support, and sales reps.

Independent Salesforce Consultant

Mar 2024 – Present

J Flaskerud Inc. (Self-employed)

- Deliver custom Salesforce architecture, development, and integration solutions for clients, including AI-augmented extensions, components, and automations.
- Audit systems and business processes to identify areas of improvement in project-management processes; teach teams how to level up Agile methodologies and increase productivity and organization.
- Implemented a new pricing and contract structure for a Salesforce consultancy that resulted in record-breaking MRR and granted visibility into revenue forecasting.
- Vetted and implemented systems to unify customer & consultant communications, time tracking, and project management, resulting in a decrease in delivery and response times.
- Implemented multiple Salesforce orgs from scratch and overhauled multiple Salesforce orgs loaded with tech debt and legacy architecture.

Salesforce Consultant

Apr 2022 – Mar 2024

Agency73 · Salesforce Consulting Partner

- Delivered Salesforce solutions across multiple client orgs as part of a certified consulting partner, focused on scalable data models, data architecture, SOQL, and workflow automation. Completed implementations and bidirectional integrations for national, enterprise-level Salesforce orgs.

Salesforce Consultant, Admin & Jr. Developer

Jan 2021 – Apr 2022

Amatus Health · National substance-abuse & mental-health treatment provider

- Owned system administration, implementations, integrations, and development across multiple departments and C-level stakeholders.
- Designed complex departmental schemas using standard & custom objects, junction objects, flows, and reports/dashboards.
- Built novel solutions not previously documented in the Salesforce community: automated survey scoring, dynamic “smart” screen flows, and cross-object record aggregation.
- Managed system updates, security enforcement, license usage/cost, product research, and vendor project management.

Customer Service & Technical Support Agent

Jan 2017 – Mar 2021

Americall

- Supported 20+ client accounts across tech support, customer service, emergency relay, and data collection; translated technical troubleshooting for non-technical users with accurate, empathetic communication.