

Brian Cersosimo

Salesforce Architect

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EXPERIENCE

High Meadow Solutions — *Team Lead / Salesforce Architect*

March 2025 - PRESENT

- Lead Salesforce architecture and delivery as Technical Architect across Financial Services Cloud (Wealth Management), Sales Cloud, Service Cloud, and Salesforce Platform.
- Architect end-to-end integrations using REST APIs, OAuth, Named Credentials, and asynchronous processing (Batch Apex, Queueable, Platform Events) to connect Salesforce with ERP systems, payment gateways, and internal wealth management platforms.
- Design and develop enterprise-grade solutions using Apex frameworks, Lightning Web Components (LWC), optimized SOQL, and metadata-driven automation to support complex financial workflows and data models. • Define and enforce architectural standards, design patterns, and code quality practices to ensure scalability, performance, and long-term maintainability of Salesforce applications.
- Design and oversee advanced security models including custom sharing rules, territory management, and delegated administration for multi-region and compliance-driven deployments.
- Build and maintain CI/CD pipelines using Gearset, Copado, and GitHub Actions to automate validation, testing, and multi-org deployments.
- Lead technical reviews, performance tuning initiatives, and resolution of critical production issues impacting system reliability and advisor productivity.
- Mentor and lead a team of 9 senior developers, providing technical guidance on advanced Apex patterns, LWC performance optimization, and Flow-based automation strategies.
- Lead hiring and technical evaluation processes for Salesforce engineers, defining role expectations, conducting interviews, and making final technical hiring decisions.
- Design data migration strategies and execute large-scale data loads using Data Loader, custom Apex, and ETL tools while ensuring data integrity and regulatory compliance

Freelance — *Salesforce Consultant / Architect*

December 2024 - September 2025

- Served as a fractional Salesforce Architect, independently supporting multiple client engagements in parallel and acting as the primary technical authority for each account.
- Provided architectural consulting to clients including Ribentek, Digital West, and Luigi Bosca, owning solution design, scalability decisions, and implementation strategy aligned

SKILLS

Salesforce (Sales, Service, Experience, Marketing, Data, Financial Clouds)

Apex

Lightning Web Components

Flows

Data Modeling

REST APIs & OAuth 2.0 Integrations

DevOps, CI/CD, Git, Salesforce CLI Mentoring

CERTIFICATIONS

Salesforce Certified Application Architect

Salesforce Certified Data Architect

Salesforce Certified Platform Developer I

Salesforce Certified Sharing and Visibility Architect

Salesforce Certified AI Associate

Salesforce Certified App Builder

LANGUAGES

English - C1

Portuguese - Native

Spanish - Native

with business needs.

- Designed and delivered custom Salesforce solutions using Apex, Lightning Web Components (LWC), and metadata-driven architecture to support diverse business requirements across Sales Cloud and custom implementations.
- Defined Salesforce architecture and integration strategies to improve performance, scalability, and long-term maintainability across multiple client orgs.
- Conducted technical interviews for Salesforce Developers and Administrators, evaluating technical capability, problem-solving skills, and team fit on behalf of client organizations

Ansel Health — *Salesforce Architect / Developer*

May 2022 - December 2024

- Gathered business and technical requirements directly from stakeholders, contributing to the design and implementation of scalable, maintainable Salesforce solutions.
- Designed, developed, and maintained complex Salesforce solutions using Apex, Lightning Web Components (LWC), optimized SOQL, unit tests, and metadata-driven logic.
- Led full-cycle API integrations with Stripe, DocuSign, and internal platforms using REST APIs, authentication flows, and asynchronous processing.
- Provided architectural input and guidance across Sales Cloud and Service Cloud to support performance, scalability, and long-term maintainability.
- Configured and optimized Salesforce CPQ, including pricing rules, product bundling, and guided selling experiences.
- Managed user access, security model configuration, sharing rules, and Flow based automation to reduce manual administrative effort.
- Built and maintained CI/CD pipelines using Copado and GitHub Actions to streamline deployments and ensure reliable delivery.
- Built Salesforce solutions supporting operations for Ansel Health and insurance partners including Nationwide, Voya, Allstate, and Symetra, each with distinct regulatory and business requirements across multiple U.S. states

Compoze Labs — *Salesforce Architect / Full-Stack Developer*

September 2021 - May 2022

- Served as the sole Salesforce Architect and developer on client engagements, owning solution design, implementation, and integration while also contributing as a full-stack engineer.
- Designed and built a full-scale custom SMS application on Salesforce, integrating with Twilio via REST APIs for automated messaging, delivery tracking, and interaction logging.
- Architected and delivered multiple end-to-end applications integrated with Salesforce, including:– Coupon & Discount Management System (React + Stripe)– External e-commerce storefront synchronized with Sales Cloud (products, pricing, orders)– Custom middleware services hosted on AWS EC2
- Worked directly with clients to gather functional and technical requirements, translate them into architectural decisions, and deliver solutions aligned with business needs.

- Designed Salesforce data models, security models, and integration patterns supporting scalable and maintainable implementations across Sales Cloud and Service Cloud.
- Delivered Salesforce solutions using Apex, Lightning Web Components (LWC), unit testing, and Flow-based automation.
- Designed and implemented Salesforce Marketing Cloud campaigns including email automation, audience segmentation, and analytics reporting.
- Developed backend services using Spring Boot and MySQL, exposing REST APIs to support web and mobile applications (including hiking & trail information platforms).
- Provided ongoing Salesforce support, administration, and optimization across Sales Cloud and Service Cloud

Prisma Medios de Pago — *Salesforce Internal Architect*

July 2021 – October 2021

- Served as the primary Salesforce developer and internal technical lead, coordinating day-to-day work with a third-party implementation partner to ensure alignment with business and technical requirements.
- Took ownership of the most complex customizations and technical challenges within the implementation, contributing hands-on development alongside oversight responsibilities.
- Acted as the main liaison between business stakeholders and the external implementation team, translating requirements and ensuring timely delivery of critical functionality.
- Designed and delivered training sessions for a team of 5 internal users, enabling effective platform adoption, support, and post-launch enhancements.

IBM — *Salesforce Developer / Team Lead*

November 2020 - July 2021

- Worked hands-on as a Salesforce developer, building solutions using Apex, Lightning Web Components (LWC), Copado, and Vlocity (OmniStudio).
- Took ownership of complex logic and custom development, translating Vlocity configurations into maintainable, performant Apex-based solutions. • Led a team of 9 developers, providing day-to-day technical guidance, code reviews, and implementation support to ensure consistent delivery quality.
- Defined and enforced coding standards, unit testing practices, and deployment readiness requirements across the team.
- Oversaw the creation and maintenance of unit tests, ensuring reliable code, high coverage, and smooth CI/CD deployments.
- Trained and mentored developers transitioning from configuration-heavy implementations to code-driven Salesforce development.

Logicalis — *Salesforce Developer / Administrator*

March 2020 - November 2020

- Worked on the design, development, and administration of the Salesforce platform, supporting business operations and platform optimization.
- Played a key role in the migration from Salesforce Classic to Lightning Experience, contributing to component refactoring, UI improvements, and user adoption.

- Developed and customized Apex, Visualforce, Aura Components, and Lightning Web Components (LWC) to meet evolving business requirements and improve user experience.
- Managed Salesforce configuration and administration tasks including user roles, permission sets, workflows, reports, dashboards, and data security settings.
- Collaborated directly with managers and stakeholders to gather requirements, provide updates, and propose solutions, communicating in Spanish, English, and Portuguese.

EDUCATION

ORT Argentina — *System Analyst*

2019 - 2021

Escuela Da Vinci — *Web Developer*

2016 - 2017