

Nasim Salazar

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SUMMARY

Business systems product executive with 14 years of progressive experience guiding enterprise platforms across **Quote to Cash**, **Record to Report**, **Procure to Pay**, supply chain, and employee lifecycle operations. Leads product managers and analysts across Salesforce, NetSuite, Workday, finance systems, data warehouses, and partner experiences. Builds clear roadmaps from business intake, architecture review, prioritization, make versus buy analysis, and **total cost of ownership** decisions. Directs order management, billing, payments, financial close, identity provisioning, inventory, logistics, and **contract manufacturer integrations**. Partners with executives, designers, engineers, Finance, Legal, People, Supply Chain, and commercial teams to create practical multi persona products. Hands on SQL, Python, JavaScript, and HTML experience supports direct investigation and informed decisions. Creates accountable product organizations that connect control, adoption, cost, and scalable business outcomes.

EXPERIENCE

Director, Business Systems Product Management

January 2022 - Present

Northstar Cloud Technologies

San Jose, CA

Leads an eight person product management and analysis organization across commercial operations, Finance, Supply Chain, People, and Legal. Owns enterprise roadmaps, architecture decisions, partner commerce, financial systems, controls, integrations, and executive alignment.

- Led eight product managers and analysts across Finance, **Supply Chain**, People, Legal, and commercial operations.
- Established standardized intake and portfolio roadmaps using architecture review, sequencing, TCO analysis, and accountable outcomes.
- Modernized partner commerce across Salesforce and **NetSuite** for **quoting**, approvals, ordering, billing, and payments.
- Governed NetSuite **order to cash** and financial close with SOX controls, auditability, and warehouse integrations.
- Evaluated **employee lifecycle** and identity provisioning purchases with Workday, Security, Finance, Legal, and People.
- Coached **product managers** on requirements, wireframes, SQL investigation, stakeholder alignment, and executive roadmap communication

Senior Group Product Manager, Enterprise Systems

April 2018 - December 2021

Summit Commerce Software

Santa Clara, CA

Owned enterprise systems strategy for Quote to Cash, Procure to Pay, financial operations, and partner self service. Managed product managers and analysts while connecting customer, transaction, payment, and order workflows across Salesforce and NetSuite.

- Owned enterprise roadmaps across Quote to Cash, **Procure to Pay**, finance operations, and partner **self service**.
- Redesigned partner ordering journeys for pricing, approvals, **checkout**, **payments**, and order status with design teams.
- Shaped Salesforce and NetSuite integrations for customer, quote, order, invoice, and payment data ownership.
- Managed three product managers and mentored **analysts** on requirements, acceptance criteria, business cases, and launch readiness.
- Presented investment tradeoffs using adoption data, support patterns, **TCO** analysis, and operational risk.
- Used SQL and Python investigations to isolate funnel and transaction issues before prioritizing system changes

Senior Product Manager, Business Applications

June 2015 - March 2018

Blue Canyon Devices

Fremont, CA

Led supply chain and finance application products spanning inventory planning, order processing, logistics, procurement, contract manufacturing, and reporting. Connected operational events with financial records while improving controls, usability, and investment decisions.

- Led supply chain products for **inventory** planning, **order processing**, logistics, procurement, and contract manufacturing.
- Coordinated ERP, warehouse, planning, and reporting integrations so inventory and order events reconciled accurately.
- Improved **Record to Report** workflows and control evidence with **Finance** before period close.
- Created role based workflows for planners, buyers, finance analysts, and administrators through wireframe reviews.
- Built **make versus buy** cases covering implementation effort, support burden, licensing, integration complexity, and TCO.
- Queried SQL data and reviewed HTML and **JavaScript** behavior during acceptance testing

Product Manager, Revenue Systems

July 2012 - May 2015

HarborPoint Software

Oakland, CA

Managed Salesforce centered revenue systems supporting lead to order workflows for sales operations, Finance, and customer facing teams. Translated pricing, contracting, approval, billing, and integration needs into sequenced product decisions.

- Managed **Salesforce** revenue systems supporting lead to order workflows for sales and finance users.
- Translated pricing, approval, contracting, and billing issues into sequenced product requirements and controls.
- Coordinated CRM, **billing**, and financial integrations through source of truth rules and exception handling.
- Prototyped seller and administrator workflows with designers, removing confusing steps before development.
- Built SQL analyses for pipeline, approval, and order exceptions supporting roadmap prioritization.
- Supported executive reviews with product narratives, dependency maps, delivery risks, and commercial outcomes

Business Systems Analyst

June 2009 - June 2012

Cypress Digital Services

Berkeley, CA

Analyzed CRM, finance, and procurement workflows while building practical expertise in requirements, controls, data reconciliation, integration dependencies, testing, documentation, and user support under senior leadership.

- Analyzed CRM, finance, and procurement workflows, documenting gaps, data needs, controls, and dependencies.
- Configured and tested workflows under senior leadership through acceptance criteria, release validation, and user support.
- Created SQL queries reconciling customer, transaction, and reference data across source systems.
- Produced **HTML** documentation and reviewed JavaScript forms for field behavior, required data, and usability.
- Facilitated sessions with sales operations, Finance, procurement, and IT stakeholders to clarify competing needs.
- Maintained issue and decision records through deployment, user acceptance testing, and post launch stabilization

PROJECTS

Partner Commerce Operating Model 📅 2022

Created a shared operating model for quoting, approvals, deal registration, ordering, billing, and payments across partner personas. Connected Salesforce and NetSuite decisions with intake, controls, and roadmap governance.

Financial Close Control Foundation 📅 2021

Established practical control and evidence patterns across financial close workflows, access governance, auditability, and warehouse integrations. Finance teams gained clearer ownership of exceptions and reporting.

Supply Chain Event Reconciliation 📅 2017

Connected inventory, warehouse, planning, logistics, and financial events across operational systems. Reconciliation work gave planners and Finance a clearer view of order and inventory accuracy.

LEADERSHIP & AWARDS

- Executive Leadership Recognition, awarded for connecting enterprise systems strategy with measurable operational outcomes.
- Product Organization Leadership Award, recognized for coaching managers and improving roadmap decision quality.
- Cross Functional Impact Award, honored for aligning Finance, Supply Chain, People, Legal, and commercial stakeholders.

EDUCATION

Bachelor's Degree in Management Information Systems

2009

San Jose State University GPA: 3.5

San Jose, CA

Coursework: Enterprise systems, database management, business process analysis, systems integration, financial information systems

CERTIFICATIONS

- Certified Scrum Product Owner 📅 2020
- NetSuite Certified Administrator 📅 2019

TECHNICAL SKILLS

- **Enterprise Platforms:** Salesforce, NetSuite, Workday
- **Financial Systems:** Order to Cash, Financial Close, Record to Report
- **Commercial Systems:** Quoting, Deal Registration, Billing
- **Supply Chain Systems:** Inventory Planning, Logistics, Fulfillment
- **Integration Technologies:** APIs, CRM Integration, ERP Integration
- **Data and Query Tools:** SQL, Python, Data Warehouses
- **Web Technologies:** JavaScript, HTML, Wireframes
- **Product Methods:** Roadmaps, Requirements, Portfolio Prioritization

- **Governance and Controls:** SOX Controls, Auditability, Access Controls
- **Finance Operations:** Procure to Pay, Payments, Financial Models
- **People Systems:** Employee Lifecycle, Identity Provisioning, Legal Workflows
- **Experience Design:** UI UX, Design Partnership, Multi Persona Products

SKILLS

- Product Strategy
- Enterprise Architecture
- Quote to Cash
- Record to Report
- Procure to Pay
- Supply Chain Planning
- Employee Lifecycle
- Portfolio Prioritization
- Make versus Buy
- TCO Analysis
- Executive Presentations
- UI UX Principles
- Wireframe Review
- Stakeholder Alignment
- Product Leadership

PROFESSIONAL AFFILIATIONS

- Product Management leadership community participant focused on enterprise systems and product operating models.
- Business systems practitioner community member sharing ideas on controls, integrations, and multi persona products.

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST