

Eva Sanders

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SUMMARY

Salesforce program leader with 13 years delivering enterprise business platforms and 9 years directing Salesforce programs, architecture, and operations. Leads developers and business systems analysts across **Education Cloud** initiatives supporting recruitment, advising, student success, and constituent engagement. Connects platform roadmaps, investment priorities, governance, service models, release planning, migration, production support, and operational transition with institutional goals. Guides architecture spanning **Experience Cloud**, Marketing Cloud, Data Cloud, integrations, automation, security, **identity and access management**, privacy, and user experience. Partners with sponsors, governance groups, vendors, implementation partners, and delivery teams to clarify requirements, scope, dependencies, risks, timelines, and success measures. Salesforce Certified Platform Administrator, Business Analyst, Education Cloud Consultant, **Platform Integration Architect**, and Application Architect. Brings practical judgment to secure design, reliable operations, and sustainable higher education services.

EXPERIENCE

Salesforce Program Manager

January 2022 - Present

Northstar University Systems

Madison, WI

Directs an enterprise Salesforce portfolio supporting recruitment, advising, student success, and constituent engagement. Supervises developers and business systems analysts while governing architecture, delivery, operations, partners, and platform standards.

- Directed Education Cloud roadmaps for recruitment, advising, and **student success** across enterprise programs.
- Supervised six developers and three business systems analysts across releases, enhancements, incidents, and support.
- Governed Experience Cloud, **Marketing Cloud**, **Data Cloud**, integrations, automation, security, and identity architecture.
- Led phased migration through conversion, testing, change readiness, deployment, and **operational transition**.
- Established intake, risk review, dependency tracking, deployment readiness, and service ownership governance.
- Managed **implementation partners** against architecture **standards** and presented risks and recommendations to sponsors.

Salesforce Solutions Manager

July 2018 - December 2021

Prairie State College

Milwaukee, WI

Managed Salesforce solutions for admissions, outreach, and student services. Translated stakeholder needs into secure designs, guided architecture decisions, coached delivery teams, and converted competing requests into sequenced roadmaps.

- Translated admissions and student services needs into secure, maintainable Salesforce solution designs.
- Led **student data** model, API **integration**, role based access, and identity flow architecture decisions.
- Introduced release calendars and testing practices for configuration and development changes.
- Guided **Experience Cloud** self service and Marketing Cloud recruitment communications with **privacy** controls.
- Coached developers and analysts on decomposition, acceptance criteria, documentation, and operational handoff.
- Converted competing requests into **roadmaps** with scope, dependencies, risks, and **success measures**.

Senior Salesforce Business Systems Analyst

June 2015 - June 2018

Lakeshore Education Network

Green Bay, WI

Led discovery, requirements, testing, release coordination, and deployment for Salesforce enhancements serving enrollment and learner support teams. Connected student data needs with secure implementation and dependable production support.

- Led discovery through **deployment** for Salesforce **enhancements** supporting enrollment and learner support teams.
- Modeled **recruitment**, advising, and **student data** requirements for secure implementation decisions.
- Coordinated user acceptance testing, **data** validation, release communications, and post deployment checks.
- Analyzed incidents across configuration, data, integrations, and permissions, then prioritized recurring fixes.
- Guided administrators and developers through backlog refinement and stakeholder decisions.
- Developed **standards** for request intake, change control, access reviews, and support escalation.

Salesforce Business Analyst

August 2013 - May 2015

Capitol Business Applications

Madison, WI

Translated CRM requirements for education clients into Salesforce designs, development specifications, migration plans, test scenarios, and operational materials under architecture review.

- Translated education client requirements into Salesforce designs and development specifications under architect review.
- Configured objects, reports, dashboards, workflows, profiles, and permissions for client solutions.
- Prepared migration mappings and validation routines, resolving data exceptions before import.
- Wrote test scenarios and facilitated user acceptance sessions with traceable defect records.
- Produced administrator guides and end user materials for operational handoff.
- Coordinated issue triage while balancing deadlines, data quality, **security**, and maintainability.

Business Systems Analyst

June 2011 - July 2013

Cedar Valley Software Services

Appleton, WI

Documented application workflows, data definitions, user roles, dependencies, requirements, tests, conversion activities, issue records, and release readiness under senior project leadership.

- Documented application workflows, data definitions, user roles, and **dependencies** for enterprise changes.
- Created process maps and functional requirements for testable application improvements.
- Executed system and regression tests, then verified corrections before deployment.
- Supported data conversion through field mapping, validation, and exception review.
- Maintained project documentation, issue logs, and decision records for delivery teams.
- Facilitated requirements and release readiness discussions under senior project leadership.

PROJECTS

Education Cloud Student Success Migration 📅 2024

Led a phased migration supporting recruitment, advising, and student success. Connected conversion, testing, change readiness, deployment, and operational transition within an enterprise Salesforce roadmap.

Salesforce Center of Excellence Roadmap 📅 2022

Established governance for intake, architecture standards, risk review, dependencies, deployment readiness, service ownership, and sponsor recommendations across Salesforce operations.

LEADERSHIP & AWARDS

- Salesforce architecture leadership across Education Cloud, Experience Cloud, Marketing Cloud, and Data Cloud programs.
- Team leadership for six developers and three business systems analysts across enterprise Salesforce delivery and operations.

EDUCATION

Bachelor's Degree in Management Information Systems

2011

University of Wisconsin Oshkosh GPA: 0

Oshkosh, WI

Coursework: Information systems, business analysis, database management, project management

CERTIFICATIONS

- Salesforce Certified Platform Administrator 📅 2016
- Salesforce Certified Business Analyst 📅 2021
- Salesforce Certified Education Cloud Consultant 📅 2023
- Salesforce Certified Platform Integration Architect 📅 2024
- Salesforce Certified Application Architect 📅 2025

TECHNICAL SKILLS

- **Salesforce Clouds:** Education Cloud, Experience Cloud, Marketing Cloud, Data Cloud
- **Salesforce Architecture:** Application Architect, Platform Integration Architect, Solution architecture
- **Program Management:** Roadmaps, investment priorities, delivery plans, success measures
- **Platform Governance:** Standards, service models, Center of Excellence, governance groups
- **Release Management:** Release planning, testing, deployment, operational transition
- **Data Management:** Student data, data migration, data models, data validation
- **Integration Technologies:** API integration, enterprise integrations, identity flows
- **Security and Privacy:** Security architecture, privacy controls, role based access
- **Identity Management:** Identity and access management, profiles, permissions
- **Stakeholder Delivery:** Requirements, scope, dependencies, stakeholder communication
- **Service Operations:** Service requests, production issues, enhancements, support escalation

- **Change Management:** Change readiness, release communications, operational handoff

SKILLS

- Salesforce strategy
- Data Cloud
- Integrations
- Migration
- Education Cloud
- Solution architecture
- Student data
- Testing
- Experience Cloud
- Governance
- Privacy
- Change management
- Marketing Cloud
- Release management
- Identity and access

PROFESSIONAL AFFILIATIONS

- Higher education Salesforce practitioner supporting recruitment, advising, student success, and student data services.
- Salesforce professional community participant focused on platform architecture, governance, release management, and business analysis.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST