

RESUME: SALESFORCE, LANDMARK TV TRAFFIC

## What is your experience with Salesforce?

**Challenge:** DTVLA Ad Sales management of multiple markets.

The quick growth of DTVLA's Ad Sales department led to multiple independent teams with varying practices and difficult oversight by management. A solution was required that established a centralized practice and continuous real time oversight.

At the time, the cloud concept was just getting started and so was Salesforce SaaS with it. I learned about

it online and reached out to them for a proposal. After successfully negotiating a deal that first introduced it at the company, I also helped them pitch other departments, such as Customer Service. I took the software training and quickly realized we would need expert support to develop the customization needed for Ad Sales CRM, inventory control and client proposals.

I selected Bluewolf in NYC as the expert media developer for Salesforce and managed the project from beginning to end to deploy a cloud solution that worked similarly to an Amazon shopping cart. Salespeople picked up products and added to a proposal that was delivered as a PDF to clients, generating reports in real time about the sales pitch process. This platform controlled local sales pitches to eliminate millions of dollars in previous liability issues.

### Introduced Salesforce at DIRECTV

**Challenge:** DTVLA on-air scheduling for 4 broadcast centers.

The complex and diverse satellite broadcasting at DTVLA operated without a fully integrated central media traffic system to schedule ads, promos and programming for a dozen owned networks and hundreds of insertion channels.

The existing tools were not delivering on needs and contracts had spiraling costs in the millions of dollars when I started to look for alternatives. I conducted a broad RFP process and internally championed change for 3 years before a vendor was selected and a transition process was initiated. My negotiations saved the company over \$10 million.

### Implemented Landmark Traffic System

I started an agile project management for the implementation and training across departments, including Finance, Legal, Marketing, Ad Sales & Operations) and countries working on disparate technical standards and procedures. Despite limited resources and a changing internal environment after the company was acquired, I managed to keep progress on time and under budget.

**KEYWORDS:** Agile Project Management | Software Deployment | Software Training | Client Service | Media Traffic Platform | Ad Sales Software | SaaS | Jira | Basecamp | MS Project | Manuals | Standard Operating Procedures

*This document is part of a collection of case studies showcasing my professional experience on any specific topic. It is aimed at providing a quick summary response to some of the typical questions hiring managers have when trying to understand my broad background, with multiple experiences in a variety of topics.*

*For a complete review of my curriculum, please visit <http://lgduarte.wixsite.com/profile>*

Been There Done That