

THOMAS LANGE JR.

Professional Services Leadership · Solution Architect · Applied AI

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SUMMARY

Salesforce platform leader with 10 years in the ecosystem and 14 years across enterprise technology, spanning manufacturing, public sector, healthcare, financial services, and the construction industry. Currently leads the product delivery organization for a Salesforce ISV, owning the delivery process, engagement standards, and solution architecture for client implementations across 60+ orgs. Prior in-house platform ownership at a national mortgage lender and a healthcare technology company supporting 450+ users across multiple production instances. Known for designing systems people actually use: adoption is treated as an architectural constraint, not a training problem.

EXPERIENCE

Director, Professional Services & Solution Architect — TrebleHook

Charlotte, NC · Architecture, Engineering, and Construction | 09/2024 – Present

- Own the delivery process and lead a professional services team of four consultants across 60+ client Salesforce orgs: delivery methodology, engagement standards, resource allocation, escalation, and technical quality across implementation, managed services, and production support motions.
- Own solution architecture for customer implementations built on the company's managed package: client data model extensions, integration patterns, security and sharing design, and the technical standards the delivery organization builds against.
- Architect and build a unified intake and work-tracking system spanning four distinct delivery motions across two legacy organizations following a company merger, including a decision log, role-specific discovery surveys, and a staged rollout plan; contributor to the broader platform governance and portfolio consolidation effort.
- Delivered process and data architecture to production for enterprise construction clients, including multi-stage approval orchestration, multi-entity account architecture, and executive analytics components built in Apex, LWC, and Flow Orchestration.
- Led an enterprise namespace migration in a client org, rewriting 45 reports and 2 dashboards across 454 field references with zero residual legacy references and no reporting downtime.
- Built reusable Lightning components and AI-assisted delivery tooling adopted across client engagements and redeployed by the delivery team into other client orgs, and presented the resulting capability roadmap to the executive team.
- Primary technical pre-sales resource: joins qualified prospect engagements for technical solutioning, pricing scope, and SOW review.

Associate Director — TrebleHook

Charlotte, NC | 05/2023 – 09/2024

- Directed Salesforce implementation delivery for construction and engineering clients, introducing agile work-tracking and standardized delivery frameworks to enhance collaboration, visibility, and efficiency across project teams.
- Facilitated executive-level discovery workshops and requirements sessions; authored internal enablement including a requirements-gathering framework and an industry discovery question bank for new consultants.

Lead Salesforce Administrator — CrossCountry Mortgage

Cleveland, OH · Financial services / mortgage | 01/2022 – 05/2023

- Owned Salesforce platform strategy, architecture, and roadmap for a national mortgage lender; led a team of administrators.
- Designed and deployed scalable automation using Flow, Process Builder, and Apex triggers; partnered with business stakeholders to translate requirements into platform design.
- Built hands-on training and documentation programs that raised end-user adoption and self-sufficiency.

Senior Salesforce Consultant — Vantage Point Consulting

Cleveland, OH (Remote) · Financial services | 07/2021 – 01/2022

- Lead consultant across multiple Salesforce implementations from planning through deployment in an Agile delivery model, covering sales, customer service, and operational processes.

Salesforce Administrator — CoverMyMeds

Highland Hills, OH · Healthcare / pharmacy technology | 01/2018 – 07/2021

- Designed, configured, and supported Salesforce for 450+ users across two production instances.
- Built Salesforce-to-Salesforce integration to align partner business unit data across orgs.

- Drove adoption through training, documentation, and continuous production support.

Salesforce Consultant — Acumen Solutions

McLean, VA · Public sector / federal | 06/2016 – 12/2017

- Business analyst and configuration lead on federal engagements (General Services Administration; National Heart, Lung, and Blood Institute): requirements, user stories, backlog management, QA, deployment, and training in an Agile framework.

Lead Forecaster / Sales Analyst — Coastal Pet Products

Alliance, OH · Manufacturing | 02/2012 – 05/2016

- Managed forecasting and inventory planning for 2,000+ SKUs across national retail accounts including Petco and PetSmart.
- Implemented forecasting software and trained the sales planners on it; planner judgment improved the baseline calculated forecast by 8% in Q1 2016, reducing total variance by more than 1.7M units.
- Raised overall customer service level from 95%+ (2015) to 99%+ (Q1 2016) through root cause analysis of lost sales and forecast variance.

TECHNICAL SKILLS

Architecture Enterprise and solution architecture · Data modeling · Security and sharing model design · Managed package extension and implementation patterns · Deployment and release management

Platform Sales Cloud · Service Cloud · Experience Cloud · Apex · SOQL · Lightning Web Components · Aura · Flow and Orchestration · Custom metadata · Reports and dashboards

Tooling & Deployment Integration requirements and configuration support · AppExchange package installation and configuration · Metadata API · Salesforce CLI · Workbench · Data Loader · Git · Sandbox and release pipelines · Jira · Asana

Leadership Platform governance · Project portfolio management · Agile and Scrum delivery · Production support and escalation · Executive stakeholder partnership · Change management and adoption · Team mentorship and enablement

CERTIFICATIONS

Salesforce Certified Administrator · Sales Cloud Consultant (now Agentforce Sales Consultant) · Service Cloud Consultant (now Agentforce Service Consultant) · Experience Cloud Consultant · Platform App Builder

EDUCATION

B.A., Business Administration — Thiel College, 05/2011