

NICHOLAS MONGUSO

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GTM Systems & Revenue Operations Leader | Salesforce Architecture, Automation & Platform Strategy

Revenue systems leader with 8+ years architecting and owning Salesforce platforms that power GTM and customer operations at scale. Proven track record translating business priorities into scalable data models, automated lifecycle workflows, and integrated revenue tech stacks. Experienced driving cross-functional alignment across Sales, Marketing, CS, and Operations to build systems infrastructure that supports forecasting, pipeline visibility, and go-to-market execution. Operates at the intersection of systems architecture, AI enablement, and revenue strategy, building platforms that are trusted by leadership and built for growth.

SALESFORCE & SOLUTION ARCHITECTURE EXPERTISE

- Salesforce Service Cloud Architecture
- GTM Systems & Data Flow Design
- Case Management & Routing Framework Design
- Business Process Mapping & Optimization
- Flow Automation & Validation Governance
- Data Modeling & Object Design
- Data Sharing & Visibility Considerations
- Reporting & Executive Dashboards
- System Integrations & API Strategy
- Release & Environment Management (Dev, UAT, Production)
- Stakeholder Discovery & Requirements Documentation
- User Adoption & Change Enablement
- Business Systems Roadmap
- Marketing Automation Integration
- Revenue Lifecycle Tracking
- AI-Enabled Workflow Design
- Technical Requirements & Project Delivery

EXPERIENCE

SHISEIDO AMERICAS — New York, NY

Salesforce Platform Lead, GTM Systems & Customer Operations | Sept 2021 – Present

Enterprise Salesforce platform lead responsible for owning GTM systems architecture, revenue data models, and cross-functional platform delivery supporting global sales, customer success, and operations teams.

- Owned end-to-end Salesforce revenue systems architecture supporting 145+ users and 5M+ records, defining data models, object relationships, and lifecycle tracking across the full customer journey from acquisition through retention.
- Designed and implemented a GTM automation framework using Salesforce Flow and routing logic that reduced manual triage by 25%, improved SLA adherence, and created consistent, auditable lifecycle workflows across sales and service operations.
- Architected a business systems roadmap in partnership with Sales, Operations, and CS leadership, translating business priorities into a sequenced delivery plan balancing quick wins with long-term platform scalability.
- Built executive reporting infrastructure and operational dashboards that increased leadership trust in revenue data by 20%, providing real-time visibility into pipeline health and GTM performance KPIs.
- Led integration strategy across 5+ external platforms using APIs and managed packages, connecting Salesforce to analytics and operational systems to create a single source of truth for revenue and customer lifecycle data.
- Defined and enforced data governance standards including validation logic, field architecture, and data flow controls, improving data quality and ensuring reliable reporting across GTM teams.
- Drove AI enablement initiatives by identifying practical automation use cases within the Salesforce platform, reducing manual work and improving decision-making through smarter, data-driven workflows.
- Established release governance model across Dev, UAT, and Production environments, improving deployment reliability and enabling faster, safer delivery of platform enhancements.

CHURCH & DWIGHT CO. — Ewing, NJ

Technology Business Analyst | Aug 2018 – Sept 2021

Bridged business, IT, and marketing teams to deliver technology solutions for a Fortune 500 consumer goods company managing 14+ household brands.

- Led requirements elicitation and documentation for marketing and customer data platforms across 14+ brands.
- Mapped business processes to system capabilities, identifying gaps and recommending scalable solutions.
- Coordinated cross functional delivery across IT, analytics, and marketing stakeholders.
- Improved execution timelines by 35% through workflow redesign and automation enablement.

CERTIFICATIONS

Salesforce Platform Administrator - 2026

EDUCATION

Rowan University