NICHOLAS MONGUSO

Beachwood, NJ | 908.783.0619 | monguso13@gmail.com | [Nicholas Monguso | LinkedIn](#)

Salesforce Service Cloud Platform Lead | CRM Architecture, Automation & Enterprise Delivery

Salesforce Service Cloud platform leader with 8+ years of experience designing, optimizing, and governing enterprise CRM ecosystems in high volume environments. Proven ability to translate complex business requirements into scalable Salesforce solutions through structured discovery, process mapping, and automation design.

Experienced leading cross functional stakeholders through CRM transformation initiatives including case architecture, routing frameworks, validation logic, integrations, and reporting strategy. Strong focus on maintainable system design, data integrity, release governance, and measurable operational impact.

Skilled at aligning business process optimization with Salesforce out of the box capabilities to reduce customization risk while improving platform scalability, performance, and user adoption.

SALESFORCE & SOLUTION ARCHITECTURE EXPERTISE

- Salesforce Service Cloud Architecture
- 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

EXPERIENCE

SHISEIDO AMERICAS — New York, NY
Salesforce Product Manager | Service Cloud & CRM Architecture | Sept 2021 – Present

Enterprise Salesforce Service Cloud platform lead responsible for architecture, configuration governance, and delivery of complex CRM solutions supporting global customer operations.

- Led end to end Salesforce Service Cloud architecture redesign supporting 145+ active users and over 5 million records across service and compliance domains.
- Facilitated cross functional discovery sessions to document current state workflows and architect scalable future state case management and routing solutions.
- Designed and implemented automation framework using Flow, validation rules, and routing logic to reduce manual triage by 25% and improve SLA adherence.
- Architected data model enhancements and standardized object definitions to improve reporting accuracy by 20% and increase executive trust in operational dashboards.
- Designed integration strategy across 5+ external systems and managed packages, evaluating build versus buy tradeoffs to extend platform capability while maintaining architectural integrity.
- Established release governance model across development, UAT, and production environments to improve deployment reliability and reduce regression risk.
- Partnered with business and customer experience/service teams to align configuration and technical customization including Apex and integration components to business requirements.
- Provided level of effort input and solution impact assessments to guide prioritization and feasibility discussions.
- Received internal recognition for driving measurable improvements in system reliability, adoption, and cross functional delivery.

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.

m/SIX AGENCY — New York, NY
Assistant Media Planner | Sept 2017 – July 2018

- Analyzed performance data and supported optimization recommendations focused on ROI and efficiency.
- Built early experience translating data into business narratives for stakeholders.

PLATFORM & SYSTEMS EXPERTISE

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- **Decisioning Platforms**: Case routing, classification, prioritization, and escalation frameworks designed for scale and accuracy.
- **AI & Automation**: Practical AI adoption focused on explainability, guardrails, and operational trust.
- **Systems Integration:** Salesforce, Jira, analytics, and internal systems enabling end-to-end visibility.
- **Outcome Measurement**: KPIs and analytics tied to accuracy, consistency, performance, and business decision making.

EDUCATION

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ROWAN UNIVERSITY
Bachelor's Degree | Glassboro, NJ