

# United Kingdom Jobs Expertini®

## Salesforce Customer Data Platform (CDP) Solution Architect

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Company: OSF Digital

Location: United Kingdom

Category: other-general

OSF Digital is a leading digital transformation firm with a global footprint in 30+ countries and over 2000+ employees. Our passion is in helping businesses leverage commerce, marketing, sales, service, analytics, loyalty, and digital experience solutions. With rapidly growing, global expertise in enterprise connected commerce, OSF seamlessly guides brands throughout their entire digital transformation journey. Every day, we work with the largest and most well-known firms across the globe; and every day, we create meaningful customer experiences. We believe that when we unite as one team and pursue one shared vision, that we can revolutionize how our customers work.

OSF Digital is looking for a Salesforce Customer Data Platform (CDP) Solution Architect who will play a crucial role in the implementation of the CDP product by developing innovative solutions for complex technical and digital marketing requirements leading to the successful implementation.

As the Solution Architect you will use subject matter expertise to act as a trusted advisor using functional and/or technical knowledge, product knowledge, data management, industry and consulting experience, and knowledge of their client's business to deliver the optimal solutions

and approaches for the client.

Meeting with C-level, Director-level, management-level and user-level customer contacts, the Solution Architect must be able to easily adapt to each type of conversation, whether it's strategic and high-level, or highly detailed and technical. You will have strong presentation skills and be able to effectively present.

In this role there is the expectation that you will also work on Marketing Cloud Personalization (Interaction Studio) and Marketing Cloud Intelligence (Datorama) projects. Additionally, this role will include developing best practices and developing of shared assets.

### **Responsibilities**

Work on customer CDP complex projects and transform their architecture to get the best out of their investments.

Lead and mentor a team of CDP Architects, CDP Data Engineers and CDP Consultants

Establish, own and refine processes and documentation to standardize sales & delivery excellence

Partner with the Senior Director, CDP and the business development team and support sales motions through developing sales collateral as well as tailored, architectural recommendations throughout the sales process

Responsible for capacity planning and forecast of the CDP technical team members

Work closely with other Mar-Tech leads (Interaction Studio, DTR, MC) on cross products architecture collaboration for multi clouds, multi products implementations

Bring high level consulting related to complex integrations & architectures with multiple Salesforce solutions connected

Oversee & advice on implementations with enterprise-level customers from kickoff to go-live.

Act as process/functional guide, collaborate with leaders on business transformation projects to suggest industry standard methodologies and design scalable, optimized business processes, and best practices across various clouds on Salesforce platform.

Design/architect customized solutions within the Salesforce platform to support critical business functions and meet project objectives, client requirements, and company/customer goals

Communicate with Program managers, clients, and other stakeholders to design cohesive project strategies and ensure effective collaboration throughout all phases of development, testing and deployment

## Requirements:

### Ideal Profile

Strong understanding of customer data platforms and the modern data infrastructure

Hands-on experience of working with Customer Data Platforms like Adobe Experience

Platform Real-Time CDP, ActionIQ, Acquia CDP, mParticle or Salesforce CDP

Proficient with Salesforce basics, Apex, VisualForce, Lightning, RDBMS and JavaScript

Sales Cloud/Service Cloud, SFDX

Experience in multi-system integration

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