

Brian Hoogerwerf

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SUMMARY

Adaptable technology leader with track record of building out technical teams, guiding digital transformation initiatives, managing enterprise level software platforms, and demonstrable success in cultivating strong cross-team relationships. Interested in pursuing a senior technology leadership role with a connection between strategic oversight, software project leadership, and hands-on architecture.

EXPERIENCE

SPECRIGHT, Wayzata, MN (Remote)

Senior Solution Architect

March 2026 – Present

- Led architecture and delivery across 6 enterprise clients simultaneously, leveraging Visual Studio Code, Claude Code, and Copado to accelerate development and QA processes by 50% with AI-assisted tools including Flows, LWCs, Apex, multi-org pipelines, and integrations
- Delivered a custom LWC project tracker that unblocked a go-live by providing full timeline visualization to replace a legacy MS Project style spreadsheet
- Built a Mobile Recipe Reference Tool for a global food & beverage client, delivering mobile access and custom Excel export to thousands of field workers, eliminating reliance on manual processes

BIO-TECHNE, Minneapolis, MN

Senior Manager, Salesforce Architecture & Marketing

August 2022 – November 2025

- Created strategic roadmap and annual budget supporting over \$1B in revenue by forecasting expected growth, estimating annual projects, and presenting 5-year plan to executive leadership team.
- Built and supervised a team of 7 FTE developers and administrators, selected and spearheaded external consulting partnerships, and led agile scrum team rollout, which resulted in nomination for Emerging Leaders Program and IT Center of Excellence
- Integrated AI chatbot and knowledge articles with external web sites to improve customer chat experience, internal routing accuracy, and increase customer deflection rate by 15%
- Managed global product owner relationships through prioritization of projects, enhancements, support, and escalations
- Increased ownership of tech stack with hands-on solutioning in Sales Cloud, Service Cloud, CPQ, FSL, Experience Cloud, Net Zero Cloud, CRM Analytics, Own Backup, and Marketo
- Proactively demoed latest Salesforce offerings, which resulted in \$1M transformation project for commercial sales team including Enterprise Territory Management, Sales Planning, and Maps

Manager, Salesforce Architecture & Marketing

April 2020 – August 2022

- Launched Salesforce Omni-Channel on Bio-Techne websites for customer live chat routing based on functional area and improved CSAT score by 20%
- Completed three acquisitions which resulted in retirement of three CRM environments, ERP systems, websites, and user consolidation into enterprise systems
- Revamped release management process by implementing DevOps application, utilizing a repository, pull requests, and CI/CD pipelines; resulted in 50% reduction of bugs and deployment time per sprint

COMMUNITY BRANDS, McLean, VA

Senior Salesforce Consultant

August 2018 - April 2020

- Led \$2M Salesforce implementation through discovery, solution design, and training while synchronizing development and deployment efforts across 4 vendor teams successfully in 16 months.

- Salvaged a struggling multi-year project by stabilizing a partner implementation team, working with product team directly, and executing weekly on-site meetings; resulted in a 50% increase in development progress and multiple bug resolutions
- Selected as primary presales consultant to demo software for enterprise accounts and engage with C-suite decision makers
- Organized daily standup meetings with US and India development teams to work through JIRA tickets and prioritize work across projects
- Mentored 10 junior consultants; accompanied to discovery sessions, demos, and meetings; conducted one-on-one meetings and advised on solution designs across the team
- Developed e-Commerce web application for membership join and renew process, both utilizing Salesforce Flow Builder and invocable Apex Classes

FONTEVA, INC., Arlington, VA

Senior Business Analyst

January 2017 - July 2018

- Awarded “Rookie of the Year” and selected to “CEO’s Supper Club” in 2017 for highest billable utilization and most implementations as a Lead Business Analyst
- Played a key role in securing a \$1.6M multi-year project with the American Academy of Family Physicians (AAFP) by leading a 10-week on-site and remote discovery phase including 20+ integrations

PHASE ONE CONSULTING, Alexandria, VA

Senior Business Analyst

September 2016 - January 2017

- Supported full-lifecycle Salesforce Service Cloud implementation for the Consumer Financial Protection Bureau, with a 1200+ user base and migration from an Access database

CHARLES KOCH INSTITUTE, Arlington, VA

CRM Coordinator, Operations & Technology

August 2014 - September 2016

- Served as a Project Manager and first point of contact for all Salesforce change requests, new projects, and requirement-gathering for 250+ users
- Advised as a consultant for two non-profit start-ups that led to successful 3-month implementations
- Supervised two direct-reports and on-boarded all new employees with Salesforce training program

U.S. DEPARTMENT OF EDUCATION (SANAMETRIX, INC.), Washington, DC

Web Producer/Project Coordinator

February 2012 - August 2014

- Implemented custom case management database for all contracts and provided client trainings, revitalizing two projects with communication issues
- Renegotiated software licensing, PC hardware, and promotional orders for \$100K annual savings

EDUCATION

CARLSON SCHOOL OF MANAGEMENT - UNIVERSITY OF MINNESOTA, Minneapolis, MN

Master of Business Administration (MBA)

May 2023

GROVE CITY COLLEGE, Grove City, PA

Bachelor of Science, Business Management

May 2011

CERTIFICATIONS

Copado AI Certified Professional

June 2026

Salesforce.com Certified Data Cloud Consultant

January 2026

Salesforce.com Certified Agentforce Specialist

November 2025

Salesforce.com Certified CPQ Specialist

December 2024

Salesforce.com Certified Service Cloud Consultant

September 2016

Salesforce.com Certified Sales Cloud Consultant

May 2016

Salesforce.com Certified Platform App Builder

November 2015

Salesforce.com Certified Administrator

November 2014

INTERESTS / VOLUNTEER ACTIVITIES

Lead Vocalist and Guitar Player at Hope Community Church

January 2022 – Present

Avid Pickleball Player

June 2022 – Present

Avid Golfer

July 2021 – Present