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Project Experience

Following is a list of some of the most important projects where I've participated (other projects not listed for space restrictions). I provide a brief description and then list the activities that were my responsibility or were directly coordinated by me, and the technologies used to perform those activities. Due to non-disclosure policies, I'm obviating the name of Clients, but provide instead the activity sector and location in order to identify the Client.

Salesforce Experience (2013 – 2023)

Salesforce certifications:

- Salesforce Certified Business Analyst
- Salesforce Certified B2B Solution Architect
- Salesforce Certified B2C Solution Architect
- Salesforce Certified Marketing Cloud Email Specialist
- Salesforce Certified Heroku Architect
- Salesforce Certified JavaScript Developer I
- Salesforce Certified Service Cloud Consultant
- Salesforce Certified Sales Cloud Consultant
- Salesforce Certified Application Architect
- Salesforce Certified Sharing & Visibility Designer
- Salesforce Certified Advanced Administrator
- Salesforce Certified Data Architecture & Management Designer
- Salesforce Certified System Architect
- Salesforce Certified Identity & Access Management Designer
- Salesforce Certified Development Lifecycle & Deployment Designer
- Salesforce Certified Integration Architecture Designer
- Salesforce Certified App Builder
- Salesforce Certified Platform Developer I
- Salesforce Certified Platform Developer II
- Salesforce Certified Advanced Developer
- Salesforce Certified Developer
- Salesforce Certified Administrator
- Salesforce Trailhead achievements: 830+ badges, 530K+ points. Supersets completed: Admin Super Set. Superbadges completed: Lightning Web Components Specialist, APEX Specialist, Data Integration Specialist, Process Automation Specialist, Business Administration Specialist, Security Specialist, Reports & Dashboards Specialist, Aura Components Specialist, Advanced APEX Specialist, Lightning Experience Rollout Specialist, Lightning Experience Specialist, App Customization Specialist, Service Cloud Specialist, Lightning Experience Reports & Dashboards Specialist, Selling with Sales Cloud Specialist

Technical knowledge:

- Knowledge of **APEX** development (advanced)
- Knowledge of **Visualforce** development (advanced)
- Knowledge of **Lightning Web Component** Development (advanced)
- Knowledge of **Lightning Aura Component** Development (advanced)
- Knowledge of **integration** capabilities exposing and consuming **SOAP/REST** services.
- Knowledge of **OAuth** authentication mechanisms (advanced)
- Knowledge of advanced development techniques including APEX **metadata** (advanced)
- Experience working with web development using **HTML, CSS and Javascript** (advanced).
- Knowledge of Salesforce Javascript **remoting**
- Experience working with Salesforce best practices for **performance and optimization**. Knowledge of the various governor limits and its way around them
- Knowledge of design and development for **Salesforce1** applications

Project participation:

- I have worked in a project to integrate Salesforce with Microsoft Azure using Azure functions written in .Net. Experience with Salesforce APEX call outs and Azure Functions. My role in this project was as a software architect.
- I have worked in a project to migrate data from Dynamics CRM to Salesforce. Experience with low level Salesforce object data structures. Experience with Salesforce Data Loader, Bulk API and SOAP. My role in this project was as a software architect.
- I have worked in a project for a bidirectional integration between Salesforce and a Legacy (on-premise) system. Experience developing triggers, APEX classes to do callout using HTTP and consuming SOAP and REST web services. Experience creating custom applications to expose REST and SOAP services in Salesforce. This project allowed me to gain great experience with Salesforce integration techniques. My role in this project was as a software architect.
- I have worked in several projects where I developed a complete Invoicing solution using Salesforce, integrating with backend ERP and CRMs. My role in these projects required both functional and technical skills.
- I have worked in a project to create a Salesforce application for the AppExchange. This application is for the area of Insurance. This project allowed me to master different aspects of APEX and Visualforce programming. My role in this project required both functional and technical skills.
- I have worked as presales engineer for different projects. I was responsible for gathering the initial requirements and then create prototypes which I had to demo to high level stake holders, including technical and non-technical people.
- More than 10 years working in various successful implementations of complex CRM systems for enterprise clients in different industry areas. During this time, I have played different roles, excelling as a Software Architect and Lead Developer.

Presales Salesforce CRM Implementation (2014)

Client: Telecommunications Company in Madrid (Spain)

Project Description: Implement the CRM system in Salesforce for sales force automation (creation of opportunities, quotes and forecasts) and integration with ERP. Total project time: 2 weeks.

Roles for the Project:

- Technical Presales
- Development Leader

Activities Performed and Technologies Used:

- Customization of **Salesforce** CRM to adapt to business requirements.
- Develop the integration layer to integrate the CRM with the ERP, creation of triggers and custom classes and pages, using **Force.com APEX** and **Visualforce**.
- Develop a web service layer to synchronize the ERP and the CRM, using **Microsoft .Net WCF**, **Microsoft Entity Framework**, **Microsoft SQL Server**.

System Integration & Monitoring Products (2013)

Client: Consulting Company in Madrid (Spain)

Project Description: Development of integration solutions for the Pivotal CRM Platform (<http://www.pivotal.com>) that allow the integration of the CRM with heterogeneous data sources such as SOAP, REST and ADO.Net. Development of monitoring solutions for IT departments that need to administer Pivotal CRM systems. Total project time: 6 months.

Roles for the Project:

- Technical Project Leader, directing a total 1 resource for IT
- Development Leader, directing a total of 1 developer

Activities Performed and Technologies Used:

- Develop a system to integrate **Pivotal CRM** with heterogeneous data sources (**DBConnection:** <http://www.systemyc.com/products/pivotal-crm/pivotal-dbconnection/>):
 - Systems with **SOA** endpoints based on **SOAP**

- Systems with a **ADO.Net** access point (**OleDb, ODBC, .Net**)
 - Systems with a **REST** endpoint
- Develop a system to synchronize database data for **SQLServer** and **Oracle** databases
 - Create a Monitoring Tool to proactively monitor **Pivotal CRM** systems (**MonitoringIT**: <http://www.systemyc.com/products/pivotal-crm/monitoringit/>)
 - Develop a tool to integrate **Pivotal CRM** systems with **Windows Active Directory** (<http://www.systemyc.com/products/pivotal-crm/pivotal-active-directory-synchronization/>)

Insurance Claims Management System (2010-2013)

Client: Insurance Company in Boston MA (USA)

Project Description: Development and implementation of a Claim Management System for the Business and Contact Center areas. Integrate disparate/heterogeneous Legacy systems and provide unified profiles for clients (contact and companies), policies/risks, claims, incidences, among others. Creation of claims and incidences reported by clients and communication to legacy systems. Project developed using Pivotal CRM Platform (<http://www.pivotal.com>). Total project time: 2 years.

Roles for the Project:

- Technical Project Leader, directing a total 2 resources for IT
- Development Leader, directing a total of 6 developers

Activities Performed and Technologies Used:

- Design and implement the technical infrastructure for the project. A total of 6 environments (development, integration, tests, training, preproduction and production) and more than 25 application servers based in **Microsoft Windows Server 2003** and 5 **Oracle 11g R2** databases.
- Installation and administration of **Microsoft Internet Information Services** (used by the application layer) and **Microsoft SharePoint Server** (used by the application portals)
- Design the load balancing strategy using both hardware load balancing based on Cisco F5 and **Microsoft Network Load Balancing**.
- Provide a Source Control System for development based **Microsoft Visual Source Safe 2005**. Currently being migrated to **Microsoft Team Foundation Server 2010**. Provide best practices (branching, versioning, continuous integration, etc.) for the development team.
- Design the deployment path to go from development to production. Development of an internal tool called Scripter to automate the deployments. This tool was developed in **Microsoft Visual Studio 2008** using **C# (.Net 3.5), ADO.Net** and **XML**.
- Coordinate the deployment of the application to client machines using installation packages to be deployed using **Microsoft System Center**.
- Coordinate the health monitoring of the system using **Microsoft System Center Operation Manager**
- Design and test the fail-over and disaster recovery solutions for the system
- Design and implement the whole security infrastructure for the project based in **SSL** certificates using **Microsoft Certificate Services**.
- Provide Advanced Technical Training to the Client's IT department

Development of an Application to do Performance Load Test of Pivotal Systems (2010)

Client: Insurance Company in Boston MA (USA)

Project Description: Design a performance test plan stress test the Claims Management System. Create a tool to automate stress tests and tests cases simulating virtual users .Total project time: 4 months.

Roles for the Project:

- Development Leader, directing a total of 1 developer

Activities Performed and Technologies Used:

- Design and implement a Performance Test Plan that would need to be executed on each phase of the project. The plan had to guarantee that application performance conforms to

- the established baseline
- Execute the plan on different environments (integration, preproduction, production) and different locations including California, Arizona and Massachusetts.
- A tool called Pivotal Performance Simulator (PPS) was developed to simulate load and test the performance of the application. The tool was developed using **Microsoft Visual Studio 2008** using **C# (.Net 3.5)**
- Communication with the application server is done using a **SOA architecture** based on services published via HTTP based on a native **XML** protocol
- The application simulates virtual uses making requests to the application. The tool leverages **.Net** to manipulate and spawn **multiple threads**.
- The tool uses **Microsoft SQL Server** to store results of all the tests. Tests results are then processed using **Microsoft Integration Services** and presented in **Excel Pivot Tables** driven by **Microsoft Analysis Services**

Billing System (2008)

Client: Insurance Company in Madrid (Spain)

Project Description: Development and implementation of a Billing system for that consolidates all the concepts related with the emission of new insurance policies. The system consolidates and creates bills for more than 200.000 concepts monthly. Total project time: 1 year.

Roles for the Project:

- Technical Project Leader, directing a total 1 resource for IT
- Development Leader, directing a total of 3 developers

Activities Performed and Technologies Used (similar to the Claims system. Only different activities are listed):

- Development of the main modules of the application using **.Net C#** with **Microsoft Visual Studio 2008** on the **Pivotal CRM platform**.
- Create installation packages based on **ActiveX** components for **Microsoft Internet Explorer**.
- Plan remote access to the application using **Microsoft Terminal Services** and **Citrix Servers**
- Integrate the Billing system with the ERP and SAP using a middle tier. A middle tier was designed to orchestrate the integration between Pivotal CRM and ERP/SAP using different strategies based on **Microsoft MSMQ**, **XML Services**, and **ADO.Net**.

Other Developments (2004-2013)

Client: Different Clients in Venezuela, Colombia, USA and Spain

Roles for the Project:

- Development Leader
- Technical IT Leader

Activities Performed and Technologies Used:

- Development of a System Monitoring application for the Pivotal infrastructure, using **Microsoft SQL Server**, **XML** and **XSL** and using **SOA architecture**. Currently being migrated to **Microsoft Communication Foundation** and **Microsoft Presentation Foundation**.
- Design of a development methodology for Pivotal CRM projects based on **Visual Studio Extensibility** points (Templates, Wizards, etc.)
<http://visualstudiogallery.msdn.microsoft.com/08c44513-4359-4c92-b341-06930332b5ae>
- Development of a CTI integration solution based on **TAPI** using **Microsoft Visual C++ 6.0**

Personal Projects

- **Cumulo:** Windows 8 application. Integrates heterogeneous cloud storage services (OneDrive, GoogleDrive, Box, DropBox and SugarSync) into a unified and simple view.
<http://cumuloapp.com>.
- **The Deed Box:** Windows Phone 8 and iOS application. Encourage kids to do good actions by using an effective points & rewards system. <http://thedeedbox.com>.
- **Blog:** Asp.Net MVC application. A personal blog where I talk about software development

Giovanni Modica – Project Experience

for different products including .Net, Force.com, Pivotal, mobile development, etc.
<http://blog.giovannimodica.com>.