Tom M. Gomez – Bio Brief

Tom M. Gomez [in]

Digital Transformation Practitioner

Salesforce Certified Consultant | Cloud Architect

Enterprise Architecture | Cloud Technologies

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TATE Cloud Advisors

BACKGROUND

Tom is a Digital Transformation Practitioner with a 35+-year background across multiple disciplines in financial services, information technology, digital health, medical devices, media & entertainment, and aerospace at both early stage and Fortune 500 companies.

As an Enterprise Architect, Tom works across industries to help clients realize the maximum value of their investment in Salesforce; engage with Clients' C-Suite on business challenges/trends and the potential value of the Salesforce platform. He is tasked with leading and architecting platform transformation programs through his combined application and functional process expertise; be a trusted expert and influencer in e2e functional application solutions that leverage Salesforce platform technologies, custom applications, and add on partner solutions. He has led Salesforce engagements in the United States, Europe, and Asia.

Tom is a Cloud Architect with specialization in Amazon Web Services and Azure.

Tom brings experience and subject matter expertise to lead projects using Agile methodologies; managing evolving demands and solutions through collaborative effort of self-organizing cross-functional teams and customers.

Tom is a Technology Leader with experience outlining Enterprise Architecture to support a firm's business strategy; playing key roles to enable and accelerate digital transformations.

Tom holds a BS in Industrial Engineering from the New Jersey Institute of Technology and an MBA from Oklahoma City University.

EXPERIENCE

Functional

- Enterprise Architecture
- Solution Architecture
- Cloud Deployments
- Marketing Automation
- Business Process Redesign
- Generative AI
- DevOps
- Managed Services
- Global Engagement Leadership
- Program & Project Management
- Global Sales

Industry

- Financial Services
- Insurance
- Healthcare
- Manufacturing
- Resources
- Travel & Transportation
- Hospitality
- Media & Entertainment
- Not-for-Profit

CERTIFICATIONS

Select Engagements - Salesforce | nCino | Amazon Web Services (AWS)| | Azure |DevOps

Tom is a 14x Certified Cloud Architect and Digital Transformation Practitioner with an 18+-year background in Salesforce implementation; defining systems strategy, developing systems requirements, designing and prototyping, testing, training, defining support procedures, and implementing practical business solutions across multiple industries leveraging Salesforce technologies in customer driven architectures.

High Tech B2B Software Client – Sr. Enterprise Architect
Lead a team of 80+ architects (functional, solution and technical) and developers for a digital transformation project that includes 18 Enterprise Applications (including, but not limited to Marketing Automation, Salesforce Clouds, NetSuite, SAPConcur, Workday & ServiceNow), and Azure (including data lake and analytics) for a B2B software company. Design and implementation to deliver MVP in 8 months. Overall responsibility for Enterprise Architecture, Integration Strategy, Security, DevOps, Data Migration and Deployment Strategy.

Insurance Client – Sr. Enterprise Architect
Evaluate and advise on the design to consolidate multiple Salesforce Orgs into a unified Enterprise CRM; develop Solution Blueprint (mapping Value Streams to Capabilities) to advance the consolidated journeys across the enterprise. Work in collaboration with stakeholders including the office of the CIO, Enterprise Architects and Centers of Excellence to develop the product roadmap for the Enterprise CRM.

Banking Client – Sr. Solution Architect, nCino | Salesforce
Solution Design and Implementation of various applications integrating both AppExchange and Custom Solutions for nCino|Salesforce in the bank's Commercial Lending Modernization Program; Lead Architect for building the bank's Accelerator for Rapid Design and Prototyping of nCino|Salesforce solutions.

Global Banking Client, Private Bank – Sr. Enterprise Architect
Technology Strategy & Consulting for a global bank implementing Financial Services Cloud across their Private Banking units globally; Enterprise Architecture, Integration Strategy , Security, DevOps and Deployment Strategy. Review work done by System Integrators for conformance with best practices.

Wealth Management Client – Sr. Solution Architect, Contact Center Transformation
Solution Design and Implementation for Service Center Transformation of the Wealth Management Unit at a Tier-1 US Bank; Lightning Enablement, integrating Salesforce Service Cloud with Amazon Connect and migration from legacy CTI telephony system.

Mortgage Lending Client – Sr. Solution Architect and Voice Product Owner
Solution Design and Implementation for Service Center Transformation integrating Salesforce Service Cloud with Amazon Connect; Design Contact Flows and CTI Flows; migration from legacy telephony system; integration with High Velocity Sales

Insurance Client - Solution Architect
Solution Design for replacement of legacy CRM and client engagement platform with Salesforce Financial Services Cloud for one of the top Insurance companies in the US; integrated with Guidewire.

Select Engagements - Salesforce | nCino | Amazon Web Services (AWS)| | Azure |DevOps

Wealth Management Client - Solution Architect & Engagement Manager

Lead Discovery and Solution Design for a Wealth Management infrastructure platform; consolidating multiple legacy CRM systems into one global instance of Salesforce; integrated with Marketo.

Fintech Client - Solution Architect & Program Manager

Lead the re-design and implementation of an Alternative Funding Platform built on Force.com with a managed package framework and customizations for customer specific needs; integrated with Pardot, ERP and an AI Platform.

Healthcare | Insurance Client – Sr. Solution Architect

Org Migration from Salesforce Sales Cloud to Salesforce Health Cloud with multiple integration points; bringing together various business units into a consolidated Salesforce Org with Sales and Provider Network Management (PNM).

Healthcare | Telehealth Client – Sr. Solution Architect | Program Strategy

Health Cloud Solution Design, Strategy and Implementation Lead for a group psychiatric practice with a national footprint providing Telepsychiatry, Telerecovery, Teletherapy & Wellness programs to patients of all ages. The Care Coordination Platform is a multi-cloud solution with Patient & Provider Portals, Marketing Automation, integrated with Electronic Health Records (EHR) and non-clinical systems of record, Lightning Scheduler integrated with video capabilities, eSignature, and contact center transformation enabled by Amazon Connect to deliver patient-centric care through online video therapy sessions.

Healthcare | Insurance Client – Sr. Solution Architect

Health Cloud Solution Design Lead for one of the top 5 health insurers in the United States; transition the client's subsidiaries from legacy systems to Salesforce Health Cloud with multiple integration points to enable Provider Network Management (PNM). The solution design incorporates Campaign Management, Application Management, Credentialing, Contract Management, Onboarding, Adequacy and Self-Service using Salesforce Clouds and MuleSoft.

Manufacturing Client - Global Engagement Lead

Established a Salesforce Program for a multi-national manufacturer utilizing multiple Salesforce Clouds for Customer Engagement and B2B Commerce enablement; integrated with SAP.

Healthcare Research Client, Solution Architect & Program Manager

Lead the design and implementation of applications on the Salesforce platform to monitor a NIH funded research program including, but not limited to the capture of patient health information outside the primary care system to evaluate the efficacy of peer to peer and community health worker interventions for diabetic and hypertensive patients in a multi-stake holder environment; integrated with a Quality Improvement Registry.

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