

Jack Ziesing

PROFESSIONAL SUMMARY

Architect, engineer, and solutions enthusiast with over a decade across enterprise software, pre-sales solution architecture, and GTM systems. Built the foundation of my career at Salesforce — growing with the company from ~14,000 to ~90,000 employees — across Engineering, Alliances & Partnerships, and Pre-Sales Technical Architecture, advising on the Salesforce Platform, Heroku, data integration, and complex enterprise solutions.

After Salesforce, I launched a consulting practice focused on RevOps and GTM systems for SaaS companies — a space where the technical work bridges directly to business strategy: architecting and implementing systems alongside actively shaping business processes, pricing models, and operational frameworks with sales, finance, legal, and executive stakeholders.

Bring a combination of pre-sales credibility — value selling, solution storytelling, executive-level demos, and closing technical objections with CXOs and GTM leaders — and the operational expertise to build and lead the internal systems that make revenue teams run. Seeking a company with a product worth selling, whether in solutions engineering, technical architecture, or GTM / RevOps leadership.

PROFESSIONAL EXPERIENCE

LaunchDarkly — Oakland, CA

Sr. GTM Systems Developer · Sep 2025 – Present

- GTM Systems Architect, Developer, and Revenue Systems lead focused on CPQ (PLG & SLG), sales experience, data enrichment, integrations, and internal tools across Salesforce (Platform, Sales Cloud, CPQ, Service Cloud), Workato, Clay, Snowflake, Okta, Outreach, Glean, Ironclad, and AI (agent / skill development).
- **CPQ:** Authored **2,000+ lines of Apex** driving Price Rules and QPC (financial calculations); led the QLE UX rebuild; migrated Order Forms to Ironclad; launched **4 new products**; standardized deal structure across PLG and SLG motions.
- **Data enrichment & quality:** Lifted partner sales data attribution **+230%** through new data integrations; rebuilt opportunity + account architecture to reduce duplicates and improve data quality.
- Cross-functional representation during a large P&P (Product & Pricing) project — bridged engineering, sales ops, and finance.

Ironclad — San Francisco, CA

Sr. GTM Systems Manager · Aug 2024 – Aug 2025

- Team lead for GTM Systems; spearheaded the architecture, design, and implementation of revenue technology including Salesforce, CPQ, LeadSpace, Gong, NetSuite integrations, Marketo, 6Sense, Ironclad CLM, and CaptivateIQ.
- Drove cross-functional process improvements across Sales, Finance, Accounting, Customer Success, and Analytics.
- Owned project delivery to optimize revenue operations, improve data accuracy, and support GTM strategy.
- Provided engineering best-practices guidance to teammates leading and supporting revenue tech delivery.

Platform Trailblazers — San Francisco Bay Area

Founder, CEO, Architect · Apr 2022 – Aug 2024

- Founded and ran an independent Salesforce + Heroku consulting practice serving [TKTK #] clients; owned pre-sales, scoping, delivery, billing, and operations.
- Focused on optimizing Salesforce + Heroku business apps with data-driven solutions and tighter integrations.
- Concurrent enterprise contract engagements during this period: SaltClick (Jan – Mar 2024) and VRP Consulting (May – Oct 2023).

CONTACT

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CERTIFICATIONS & HONORS

- Salesforce President's Club ([TKTK year])
- Heroku Technical Architect
- Salesforce Certified Administrator
- Salesforce Trailhead Triple Star Ranger

CORE SKILLS

Architecture · Technical / Solutions / Enterprise · Revenue Ops · Demo Engineering · Solution Selling · Pre-sales Enablement

Salesforce · Sales / Service / Experience / Marketing Cloud · CPQ · Apex · LWC

RevTech · Workato · Clay · NetSuite · Marketo · 6Sense · LeadSpace · Gong · CaptivateIQ · Outreach · Glean · Ironclad CLM · Okta · API Integration

Cloud / Data · Heroku · AWS · GCP · Snowflake

Languages · JavaScript (Node · React · Next.js · LWC) · Python · Apex · Java · C# · SQL · Bash · Dart · Terraform · HTML / CSS · Linux

AI / Data · Prompt Engineering · RAG · Agent / Skill Dev · Data Science

EDUCATION

University of Oregon — Eugene, OR
B.S. Computer and Information Sciences · Sep 2010 – Apr 2015

SaltClick — Remote

Salesforce Technical Architect · Jan 2024 – Mar 2024

- Led new implementations, managed services engagements, and offshore teams.
- Built custom Salesforce solutions across Sales, Service, Experience, and Marketing Cloud.
- Advised pre-sales: discovery, SOWs, proposed solutions, and bespoke data services tooling.

VRP Consulting — San Francisco, CA

Technical Architect · May 2023 – Oct 2023

- Pre-sales solutioning + Salesforce delivery.
- Specialized in custom development and AI solutions for enterprise customers.

Salesforce — San Francisco, CA

Return tenure · Aug 2017 – Apr 2022

Lead Platform Technical Architect, Heroku & Salesforce Platform · Aug 2021 – Apr 2022

- Promoted to Lead TA after a track record of platform wins.
- Hired the second Heroku-focused SE for AMER Commercial Business Unit.
- Led the team in platform ACV during tenure.
- Led solutioning for the **largest platform sales deal in Commercial Business Unit history** ([TKTK \$ ARR]).
- Closed enterprise technical sales across [TKTK #] accounts.

Platform Technical Architect, Heroku & Salesforce Platform · Feb 2020 – Jul 2021

- Pre-sales Solutions Engineer for AMER Commercial & SMB accounts.
- Partnered with the Salesforce Platform team after Heroku org integration.
- **Salesforce President's Club** ([TKTK year]) and top contributor on team.
- Partnered with Heroku Product to enhance VPN features that shipped to production.
- Built reusable demos that scaled team adoption across the SE org.

Sr. Solutions Engineer, Heroku · Feb 2019 – Feb 2020

- Solutions Engineer for Heroku and the Salesforce Platform; specialized in data and compute solutions.
- Supported Enterprise, Commercial, and SMB customers including the Brazil book of business.
- Led customer discovery, architecture reviews, and demos.

Sr. Specialist, Partner Solutions Engineering · Aug 2017 – Feb 2019

- Trained Salesforce Consulting Partners to demo like Salesforce.
- Delivered SE enablement program for partners — led in-person and virtual sessions.
- Built a demo distribution portal giving consulting partners self-serve access to Salesforce demos.

GoPro — San Mateo, CA

Salesforce Admin, Consultant & Developer · Feb 2017 – Jul 2017

- Managed all GoPro's Salesforce systems (Sales & Service Cloud) for the duration of the engagement.
- Consolidated overlapping point products into Salesforce solutions.
- Partnered with IT, marketing, sales/service, and product teams to lift productivity.

Salesforce — Portland, OR

Developer Support Engineer · Sep 2015 – Dec 2016

- Assisted developers from top customers; partnered with Product Engineering to resolve bugs on the platform.
- Achieved overall CSAT **10/10** and exceeded case quota.
- Built internal tools to boost team productivity.

INDEPENDENT WORK

- platformtrailblazers.com — Founder, CEO, Architect; small Salesforce + Heroku + RevOps consulting business.
- jackziesing.com — Personal blog (Next.js + Firebase + Cloud Run).
- github.com/jziesing — Open source.
- [PICA.org](https://pica.org) (Portland Institute of Contemporary Art) — Built an auction ticketing system as a volunteer project for a non-profit to sell and track attendance to art auctions for charity.