



SONJA BROACH

Crystal Lake, IL, 847-505-3500 sonjabroach@gmail.com

PROFESSIONAL SUMMARY

<http://www.sonjabroach.com>

Trusted technical leader with expertise in product development, software engineering, CRM (Salesforce) implementation and transformation, business applications, and IT.

Strong operator with hands-on technical ability and understanding of business management, financial, and leadership principles. Consistently establishes and achieves business objectives. Drives organizational strategy and change through effective influence of senior leaders and developing people to work at the top of their ability.

Seeking a mission driven, high growth company where I can be deeply involved in the success and help shape the direction of the product.

SKILLS

- Industry background: green energy, fintech/payments, health care, and commerce
- Disciplines: IT, product, data, system administration, security, design, operations, enterprise and technical architecture, and dev ops / delivery.
- Clouds: Salesforce Sales, Service cloud, Health cloud, Marketing Cloud, Field Service Lightning
- Effective communication
- Business strategy and transformation
- Engineering Documentation
- Salesforce development and administration
- AWS and cloud infrastructure implementations
- Business, platform, and process strategy
- Emotional Intelligence
- Program and project management
- Team and organizational planning, process and job architecture
- Servant leadership
- Maintenance Planning
- Test Automation tools and frameworks
- Agile Methodologies
- Performance Metrics
- Adaptability and Flexibility
- Cross-functional Team Leadership
- Data Analysis
- Vendor Management
- REST APIs, MuleSoft platform, and data pipeline management
- System Architecture
- Scalability Strategies
- Stakeholder Communication
- Contract management, internal audit, and SOX compliance
- Data modeling and architecture, data strategy, database, and analytics tools such as Snowflake and Tableau
- Innovation Management
- Conflict Resolution
- Stakeholder Management
- Product Development
- Budget Management
- Change Management

- Quality Assurance
- Customer Focus
- Project Management
- Continuous Integration
- CI/CD DevOps, and development/release best practices
- Risk Assessment
- Software proficiency
- Control systems
- Project Proposals
- Technical writing
- Customer relationship management

EXPERIENCE

April 2023 - Current

Director of Engineering

Sunrun, Inc | United States

- Managed 100 person team spanning Managers, Engineering, Technical Architecture, DevOps/Infrastructure, Administration, Analyst, Manual and Automated Testing, and Solution Architecture functions.
- Oversaw legacy CRM software systems and implementation of new CRM software systems and processes.
- Partnered with Product / Program management and Strategic initiatives to launch new Sunrun products.
- Increased time to market by transforming the CI/CD process which resulted in releasing features to Production 3x faster.
- Implemented MuleSoft as a standard API platform with roadmap to sunset all point-to-point APIs.
- Launched a test automation framework and suite of tests to increase stability of the platform.
- Worked with procurement to evaluate and negotiate software vendor contracts.
- Hired qualified employees using targeted strategies to reach candidates.
- Kept paperwork updated with internal standards and audit requirements.
- Determined departmental financial needs and developed budgets for expenditures.
- Addressed business risks through assessments and mitigation strategies.
- Improved productivity after reviewing and modifying operations and workflows.
- Maximized employee performance with hands-on training and close mentoring.
- Served as liaison between departments during cross-functional projects, fostering collaboration among teams.
- Supervised team of engineers, providing guidance and expertise on complex projects.
- Forecasted, monitored and reported departmental costs.
- Fostered environment of continuous learning within engineering department by encouraging research into new technologies or methodologies.
- Collaborated with program and product managers to develop budgets and timelines for engineering initiatives.
- Managed department resources and effectively allocated engineering personnel to prioritize projects.
- Established and executed engineering roadmap focused on strategic scalability and engineering resiliency.

March 2018 - April 2023

Director of Engineering

VillageMD (acquired by Walgreens) | Chicago, IL

- Led a team of 15 high performing managers and software developers developing full-stack, data driven, patient-centered solutions with Salesforce at the center.
- Delivered consumer grade workflow applications, dynamic patient assessment applications, patient messaging in the mobile app, and remote patient monitoring and alerting.
- Supervised team of engineers, providing guidance and expertise on complex projects.
- Developed the Salesforce Health Cloud implementation.
- Oversaw the Salesforce Marketing Cloud implementation.
- Oversaw the implementation of Salesforce Service Cloud call center.
- Created and tracked product delivery and engineering team KPIs.
- Supported the success, career growth, and execution success of engineering managers and engineers.
- Identified areas for improvement in existing systems and processes, recommending solutions.
- Fostered environment of continuous learning within engineering department by encouraging research into new technologies or methodologies.
- Assisted with hiring process for new engineering staff, conducting interviews and evaluating candidates.
- Established best practices for engineering operations, setting standards for quality control.
- Managed maintenance schedules, ensuring timely repairs and updates to critical systems.

July 2017 - February 2018

Director of Engineering

XO Group (The Knot.com, acquired by WeddingWire) | Austin, TX

- Led team of 15 Salesforce administrators and developers, data engineers, and product managers in service of publishing and supporting content, ad sales, and support for theknot.com pre-acquisition.
- Supervised team of engineers, providing guidance and expertise on complex projects.
- Optimized resource allocation by analyzing team strengths and project needs.
- Managed team of software engineers, ensuring successful project completion.
- Developed and implemented software engineering strategies to improve efficiency and productivity.

April 2015 - July 2017

Engineering Manager

Braintree, a PayPal company | Chicago

- Founded a 5-6 person Braintree Salesforce team and played the role of Engineer, Engineering Manager, and Product Manager
- ETL and REST services integrated with a large focus on business operations
- Worked to bridge collaboration between Braintree and PayPal teams.
- Generated robust roadmaps and provided long-term vision and future direction to engineering team.
- Managed engineering personnel and development programs to completion.

- Interfaced and collaborated with multi-disciplined and multi-divisional organizations to create cohesive virtual teams.
- Worked closely with sales, finance, underwriting, and operations teams to understand customer requirements and develop tailored solutions.
- Optimized workflows through process automation or other efficiency measures.
- Managed engineering projects from inception to completion.

January 2011 - March 2014

Lead Software Engineer / Engineering Manager

Groupon | Chicago

- Led team of 20+ global Salesforce team comprising admins, developers, QA, and product across US, Germany, UK, and India.
- Developed highly integrated Salesforce applications for 10k+ user base on complex implementation supporting Groupon from deal acquisition to publishing on the website to operations and support.

August 2007 - December 2010

Application Developer

Cars.com | Chicago

- Built and supported foundational Salesforce application in Sales and Service clouds
- Proposed and won bid to build in-house CPQ functionality and led scrum team through agile transformation process to a completed product.

EDUCATION

April 2017

Application Development
DePaul University, Chicago, IL

January 2006

Web Development
International Academy of Design and Technology,
Chicago, IL Foundational art and design.

January 2002

Communications
Lewis University, Romeoville, IL Radio broadcasting
communications and web development fundamentals.