# Rafael Blaschke

## Salesforce – Business Analysis – Data Architecture – Administration

**NASCI Consulting**

### Expert for
- **digitalization of business processes in the CRM environment**
- **automation of cross-system end-to-end processes, and**
- **the integration of Salesforce into the overall IT architecture of companies**

**In the course of this, I took over responsibility for IT solutions as well as for their implementation projects**

**Rafael Blaschke**

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## CONSULTANT PROFILE

### Projects

- Project management and implementation: Introduction of Salesforce as a central CRM system for sales and service (industry: FinTech)

- Business analysis and development controlling: Data and process migration from MS Dynamics to Salesforce (industry: FinTech)

- Business analysis and development controlling: Global harmonization of sales processes within Salesforce (industry: security)

- Concept and implementation: Introduction of an end-to-end system architecture with the help of middleware (BPMS) for the automated onboarding of new customers (industry: FinTech)

- Business analysis: Process analysis and optimization of customer service processes regardless of the solution used (industry: telecommunications)

- Project lead: Online "self-selling" sales channels incl. Salesforce connection and end-to-end automation of customer and product activation. (Industry: FinTech)

### Skills

- Salesforce Data Architecture

- (Salesforce) Business Analysis

- Requirements Engineering

- Salesforce Administrator [Certified]

- Salesforce Sales Cloud Consultant [Certified]

- Salesforce Service Cloud Consultant [Certified]

- Projectmanagement [PRINCE2]

- Agile Projectmanagement [PRINCE2 Agile] and SCRUM [SCRUM Master]

### Industry Experience

- FinTech [13 years]

- Telecommunications [8 years]

- Security [2 years]

- Steel Industry [3 years]

### Sprachkenntnisse

- German [Mother tongue]

- English [business fluent]

- Spanish [A2]