

Fabian Kramer

Salesforce Enterprise Architect for Manufacturers

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Cologne · EU-wide, remote & on-site · German & English

8+ years
Salesforce consulting & architecture since 2018

25
Salesforce certifications, incl. 8 architect credentials

20+
enterprise projects, from proof of concept to global rollout

Founder
FK Solution Design since 2020; co-founded Blue Apes (11 people, sold 2025)

PROFILE

Independent Salesforce Enterprise Architect working on the client side, not tied to any vendor or implementation partner. I help manufacturers use Salesforce as the backbone for sales, service and after-sales, and act as the central architecture authority between business, IT and implementation partners.

My focus is after-sales and service, Field Service, customer and partner portals and B2B sales, combined with enterprise integration and DevOps governance. Typical setting: several implementation partners, a complex system landscape or a rollout across many countries. Beyond manufacturing, I have led large programmes in energy & utilities, healthcare and retail.

Speaker at Salesforce community conferences across Europe (London's Calling, Czech Dreamin', YeurDreamin', French Touch Dreamin') and co-lead of the Salesforce User Group Cologne (details on page 4).

CORE EXPERTISE

Architecture & Integration

- Target architecture, data models, make-or-buy and license evaluations
- API design (REST, SOAP, OpenAPI), MuleSoft, Dell Boomi, Jitterbit
- SAP IS-U, SAP R/3 & Business One, proALPHA, Genesys, Microsoft Teams
- Shield Platform Encryption with BYOK

Delivery & Governance

- Project lead and steering-committee work (PSM I, PRINCE2)
- Coordinating several implementation partners and nearshore teams
- Release management, CI/CD, quality gates, code reviews
- Technical-debt assessments and remediation plans

Salesforce Clouds

- Field Service incl. mobile app, territories, skill-based scheduling
- Service Cloud: Omni-Channel, Service Cloud Voice, Embedded Chat, Agentforce
- Experience Cloud portals for customers, partners, subcontractors
- Sales, Energy & Utilities, Manufacturing, B2B Commerce, NPSP

SELECTED HIGHLIGHTS

- **Field Service Lead in a Dynamics-to-Salesforce switch at a global packaging machinery manufacturer (since 2026):** as Technical Architect, I own the Field Service stream within the multi-cloud programme and design the end-to-end service process from opportunity or case to the technician's service report.
- **SAP IS-U replacement at a major energy provider (2025–2026):** integration lead between Salesforce and the new billing system, steering of the implementation partner, migration planning for 900,000 customers.
- **Global enterprise programme (2022–2023):** Technical Architect across 8 project teams and 32 developers, introduced Copado CI/CD and code-quality standards.
- **First worldwide Manufacturing Cloud rollout (2019–2020)** for a global gelatin and collagen manufacturer, including a custom CPQ solution and a customer portal.

TECHNICAL SKILLS

Salesforce Clouds	Sales, Service, Experience, Field Service, Energy & Utilities, Manufacturing, B2B Commerce, Nonprofit (NPSP), Data Cloud, Marketing Cloud Next, Agentforce
Development	Apex, Lightning Web Components, SOQL, Flows & Screen Flows, OmniStudio (FlexCards, Integration Procedures), JavaScript, HTML/CSS
Integration	REST & SOAP, OpenAPI/Swagger, Salesforce Connect, External Services, MuleSoft, Dell Boomi, Jitterbit, Zapier, Microsoft YARP reverse proxy, Bruno, Postman; CTI: Genesys, Mirage
DevOps & Quality	SFDX, sfdx-hardis, SFDMU, Copado, Gearset, Flosum; GitHub, GitLab, Azure DevOps, Bitbucket; PMD, Jest, Prettier, Nebula Logger
Security	Shield Platform Encryption (BYOK, external key management on AWS), sharing & visibility design, identity and access management
AppExchange & tools	DocuSign, FormAssembly, JustOn, Salesforce Maps, FundraisingBox, DocuWare, HubSpot
Methods	Scrum, requirements engineering, workshop moderation, change management, training (up to 100 users per programme), Jira, Confluence

INDUSTRIES

Manufacturing & Shipbuilding · Energy & Utilities · Healthcare & Pharma · Retail & E-Commerce · Media · Insurance · Private Equity · Non-Profit · Automotive

CERTIFICATIONS

Salesforce Architect (8)

Application Architect · System Architect · B2B Solution Architect · Data Architect · Integration Architect · Sharing and Visibility Architect · Identity and Access Management Architect · Development Lifecycle and Deployment Architect

Salesforce Consultant (7)

Field Service · Service Cloud · Sales Cloud · Experience Cloud · Nonprofit Cloud · Business Analyst · Strategy Designer

Developer & Admin (5)

Platform Developer I & II · Platform App Builder · Administrator · Advanced Administrator

AI & Associate (5)

AI Specialist · AI Associate · Marketing Associate · Sales Representative · Associate

Methods & Architecture

Professional Scrum Master I · PRINCE2 Foundation · Six Sigma Green Belt · iSAQB CPSA-F

Integration, Cloud, DevOps

MuleSoft Associate · AWS Cloud Practitioner · Gearset Master · Flosum Expert & Professional · Copado Fundamentals I & II

Other

HubSpot Sales, Marketing & Service Software

CAREER

since 2020	**Founder & Managing Director, FK Solution Design GmbH**, Cologne: independent Salesforce architecture and programme leadership on the client side
2022 – 2025	**Co-founder, Blue Apes Consulting GmbH**: built a boutique Salesforce consultancy to 11 employees, sold in April 2025
2018 – 2020	**Salesforce Consultant & Project Manager, mindsquare AG**: client implementations, coordination of nearshore and offshore teams
2016 – 2018	**Working Student, IT Project Management**, German automotive supplier

EDUCATION

M.Sc.	**Business Informatics**, University of Koblenz-Landau
B.Sc.	**Information Management**, University of Koblenz-Landau

PROJECT EXPERIENCE · RECENT

Migration from Microsoft Dynamics to a Multi-Cloud Salesforce Platform
Jul 2026 – present

Technical Architect & Field Service Lead · Family-owned German manufacturer of robotic packaging machines, operating worldwide

- Lead of the Field Service stream in a programme replacing Microsoft Dynamics with Salesforce Sales, Service, Marketing and Field Service, including access for external contractors.
- Designed the end-to-end process from opportunity or case via work order and the Field Service mobile app to the service report.

SAP IS-U Replacement & Salesforce as Central System of Action
Oct 2025 – Oct 2026

Technical Architect · Major energy provider, Cologne

- Primary contact for the bidirectional data exchange between Salesforce and the new billing system; designed and specified new API endpoints.
- Built a reverse proxy (Microsoft YARP) exposing legacy SOAP endpoints as JSON; implemented Shield Platform Encryption with BYOK on AWS.
- Planned the migration of 900,000 customers with contracts and transactional data; steered the external implementation partner and took on part of the project lead in the steering committee.

Embedded Chat Proof of Concept and Global Rollout Plan
Dec 2025 – Apr 2026

Project Manager & Technical Architect · Global manufacturer, HQ Germany

- Designed the target architecture for Embedded Chat in Sales Cloud, aligned with after-sales service workflows.
- Built the POC with Omni-Channel routing, agent availability and conversation flows; validated it with business and IT in workshops.
- Delivered the evaluation, effort estimates and a rollout plan for 12 locales.

Global CTI and Middleware Enablement
Sep 2025 – Oct 2025

Technical Architect · Global HVAC & sanitary systems manufacturer

- Assessed Service Cloud Voice, Omni-Channel and Genesys Cloud CX for global readiness; designed a Teams-based phone book (Graph API) and a supervisor and agent cockpit; advised on MuleSoft.

After-Sales Optimisation and Subcontractor Portal
Apr 2025 – Sep 2025

Technical Architect · Major German shipbuilding company

- Ran a make-or-buy evaluation based on license consumption, subcontractor growth and work-order volume.
- Designed and delivered an Experience Cloud POC in which subcontractors receive work orders and manage their own resources, with automated notifications to internal departments and billing.

DevOps and Governance across Multiple Implementation Partners
Sep 2024 – Sep 2025

Project Manager & Technical Architect · Regional German utility

- Introduced a standard DevOps process on sfdx-hardis and owned release management across all environments.
- Defined development conventions and quality gates, reviewed pull requests from all vendors and delivered technical-debt analyses with remediation plans.

Field Service Rollout
Oct 2024 – Dec 2024

Project Manager & Architect · German laboratory analytics company

- Led the Field Service rollout from case to work order, service appointment and back office, including the mobile app for technicians.
- Designed the integration architecture to MuleSoft and AMS, re-engineered the event-driven architecture and set up territories with skill-based assignment.

Enterprise Salesforce Programme: Field Service, Service Cloud, CI/CD
May 2022 – Sep 2023

Technical Architect · Global enterprise, utilities sector

- Architect across 8 project teams and 32 developers; responsible for the output of a 7-person professional services team; reported to the Global Head of IT.
- Designed Field Service processes and interfaces to three legacy systems; set up Copado with PMD and code standards and chaired the Circle of Excellence on platform guidelines.

PROJECT EXPERIENCE · FURTHER PROJECTS

PERIOD	CLIENT	ROLE	FOCUS
Jul – Sep 2024	**Regional German utility**	Technical Architect	Energy & Utilities Cloud assessment: data model, OmniStudio, integration patterns to Schleupen.CS and Joules
May – Jul 2024	**Pharma / dental company**	Project Manager	Salesforce Maps rollout, territory design, change management, HubSpot and GoToWebinar campaign integration
Apr – Sep 2024	**Media enterprise**	Technical Architect	Callout framework redesign, B2B community POC for 30,000 customers incl. DocuWare and SEPA mandates
Feb – Apr 2024	**Mid-size manufacturer**	Technical Architect	B2B Commerce: multilingual invitation flow, one-click user creation, optimised login
Oct – Dec 2023	**Lead marketplace for trades**	Technical Architect	Multi-brand lead platform, geolocation-based craftsman matching, partner onboarding, JustOn billing
Mar – Dec 2023	**European e-commerce company**	Consultant & Architect	Service for 100 agents: Omni-Channel routing, service KPIs, Jitterbit, Web-to-Case and chatbot
Feb 2021 – Jun 2022	**Salesforce consultancy**	Architect & PM	Lead on 6 customer projects: Sales, Service, Field Service, Experience Cloud; SAP, Shopware, Dell Boomi
Dec 2020 – May 2022	**Field Service ISV partner**	Solution Architect & PM	Managed-package technical-debt analysis, feature and mobile app design, pre-sales
Feb – Dec 2021	**International Catholic media network**	Project Manager & Solution Architect	Sales, Service and NPSP rollout, data migration, FundraisingBox integration, donation receipts
Nov 2020 – Feb 2021	**Mid-size insurer**	IT Consultant	Claims handling on Experience Cloud, make-or-buy evaluation, FormAssembly
May – Aug 2020	**Private equity / VC firm**	Consultant & Solution Architect	Sales and Service rollout, funding process, data model, DocuSign
Apr – Oct 2020	**Leading European energy provider**	IT Consultant	Service integration to SAP via Dell Boomi, Salesforce Connect, Omni-Channel; led a nearshore team of 8
Apr – May 2020	**Energy spin-off**	Trainer	Salesforce training programme for about 100 employees after an acquisition
Oct 2019 – Aug 2020	**Europe's largest food delivery platform**	Project Manager & Solution Architect	Service Cloud in 6 countries, community for 5,000+ drivers, Classic to Lightning, KPI dashboards
May 2019 – Apr 2020	**Global gelatin manufacturer**	Project Manager & Consultant	First worldwide Manufacturing Cloud rollout, custom CPQ, customer portal, nearshore team
Nov 2018 – Jun 2019	**Norwegian renewable energy company**	Consultant & Developer	Energy trading portal on Experience Cloud: Apex, Lightning, REST services, document generation

Earlier: 2016–2018 IT project management at a German automotive supplier (SAP Web-EDI, eRFQ). Detailed project descriptions and references on request.

SPEAKING

2025	**Speed and scalability matters – How to measure Flow Performance** · YeurDreamin' Rotterdam, Czech Dreamin' Prague, London's Calling
2024	**Salesforce Flow vs OmniScript – who is the king of the hill?** · French Touch Dreamin' Paris
2023	**Aim for Flow Excellence with the Lightning Flow Scanner** (with Nicolas Vuillamy) · French Touch Dreamin' Paris
ongoing	**Co-lead and speaker, Salesforce User Group Cologne**