

LYONS CONSULTING GROUP

Salesforce B2B Senior Technical Architect



This was an incredibly important hire for us, and we knew it was going to be difficult. Oliver Parks managed to find us just the right person.
- Greg Morrow, Assistant Director

Background

eCommerce Consulting Company | Chicago, IL

Lyons Consulting Group (LYONSCG, part of Capgemini) were establishing a brand new Salesforce B2B Practice and needed a key first-hire to gain market presence and proactively grow their client base in this area. Lyons goal was to establish themselves as the best Salesforce B2B & B2C practice in the US. Because this was such a strategic hire for Lyons, they needed a top Salesforce Senior Technical Architect, ideally with a

consulting background from one of the major Salesforce Global Strategic Partners. It was a very senior role with a heavy emphasis on both technical architecture and sales. Salesforce B2B is a very new market and there were probably only 7 or 8 people of the calibre required in the entire US. Moreover, as a new practice for Lyons CG, there was a high element of risk for both candidate and client. The fit had to be right.

The Oliver Parks Difference

We pro-actively targeted the top four Salesforce partners in the US, and then mapped out the best 3 or 4 Senior Technical Architects in each company. We approached each one and carefully identified who would be the best match for Lyons, and Lyons the best match for them.

The candidate hired was the best in the US. She came with huge amount of credibility and was working at one of the leading Salesforce partners in the US at the time.

Being a technology professional with over 20 years' experience, our candidate had a deep-rooted passion for using information and technology to revolutionize a business – exactly what Lyons wanted. She also had delivered noteworthy successes across a number of verticals, including healthcare, retail, financial and manufacturing – on 5 continents. And she could perform both design and technical responsibilities including Enterprise Technical and Solution architecture, integration design, data migration and development. She was ready for her next challenge, and Lyons was the perfect fit. Happy client, happy candidate.

