

JEREMY HAMILTON

Salesforce Technical Builder | Agentforce, Enterprise AI & Solution Architecture

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PROFESSIONAL SUMMARY

I am a Salesforce Solution Architect and hands-on technical builder with 10+ years on the Salesforce platform and leadership across 30+ transformation projects in Energy & Utilities, Retail and Consumer Goods, Financial Services, Telecommunications, and the public sector.

I have experience with both designing the system and build the working solution. Recent evidence includes two Agentforce solutions created with agentic software-engineering techniques and Claude Code; a comprehensive public-sector proof of concept delivered in three weeks, and a Tender Management platform leveraging Salesforce Sales Cloud, Agentforce, Heroku, and Slack.

I combine enterprise architecture judgment, rapid delivery, and customer-facing leadership with 20 Salesforce certifications spanning AI, Data Cloud, platform development, and the architect credential path.

CORE STRENGTHS

Agentic AI: Agentforce, AWS, Amazon Bedrock, Anthropic Claude, Claude Code, agentic software engineering, AI-assisted workflow design

Salesforce: Salesforce Industries, Public Sector Solutions, Energy & Utilities Cloud, Communications Cloud, Data Cloud, Sales Cloud, Service Cloud, OmniStudio, CPQ

Architecture & Data: Solution architecture, integration architecture, data architecture, cloud computing, SQL, MuleSoft, multi-system transformation

Technical Delivery: Discover-Diagnose-Develop-Deliver, SDLC, Agile, Scrum, project and program leadership, customer and business stakeholder collaboration

SELECTED AI BUILDS

South Australia Attorney-General's Department | Public Sector Solutions + Agentforce | Apr-May 2026

- Built a comprehensive proof of concept for the Births, Deaths, and Marriages registry in three weeks, demonstrating how Public Sector Solutions and Agentforce could reshape team processes.
- Researched, developed, and used Salesforce-specific agentic software-engineering techniques and Claude Code to move from architecture to a working solution on an ambitious delivery timeline.

AI-Assisted Tender Management Accelerator | Agentforce + Sales Cloud + Heroku + Slack | Mar-Apr 2026

- Built a tender-management solution that uses Agentforce, Salesforce Sales Cloud, Heroku, and Slack to help customers produce tender responses.
- Created the solution with agentic-engineering techniques and Claude Code, demonstrating direct ownership beyond theoretical architecture.

Internal AI Initiative, Cloobeas | AWS | Jun 2024-Aug 2025

- Drove AI adoption across the organization to increase the effectiveness of the delivery team.
- Turned emerging AI capabilities into a real world capability for practitioners, pairing architecture leadership with hands-on technical ability.

PROFESSIONAL EXPERIENCE

Synechron Australia / Chamonix IT (Acquired)

Melbourne | Oct 2026-Present

Salesforce Solution Architect

- Built customer-facing Salesforce and Agentforce solutions, including the South Australia Attorney-General's Department proof of concept and AI-assisted Tender Management Accelerator highlighted on page one. Delivered on multiple Salesforce projects for an Australian energy transmission company, one of which was an Agentforce implementation.

Cloobeas UK (Acquired by Synechron)

Lisbon | Nov 2022-Aug 2025

Solution Architect

- Designed and built Agentforce solutions to increase the effectiveness of Lockton Re sales teams and Blink Payment's service teams.
- Supported Yu Energy's Sales and Service transformation using Salesforce Industries Energy & Utilities Cloud and MuleSoft, also advised on a UK-based transmission organisation's reform program, and supported a UK-based altnet's Communications Cloud implementation.
- Drove the internal AI initiative at Cloobeas and upskilled the teams to drive AI efficiencies in their processes

AFDigital

Melbourne | Mar 2021-Nov 2022

Salesforce Solution Architect

- Architected and delivered multi-cloud Salesforce solutions across diverse industries, including a claims management transformation for 4WD Supacentre, delivered advisory for Intrepid Travel, and digital transformation programs for Rapid Response Revival and Fiji Airways.

Simplus Australia / Squire Peg (Acquired)

Melbourne | Jun 2018-Mar 2021

Senior Salesforce Consultant & Project Manager

- Delivered Salesforce projects on a number of enterprise projects, including two separate transformation programs for a Tier-1 Australian energy retailer, spanning the Squire Peg and Simplus tenures. This involved configuring Sales Cloud, Service Cloud, and CPQ to modernise the retailer's customer operations and billing processes.

Clouding Around

Melbourne | Oct 2016-Jun 2018

Senior Salesforce Consultant

- Led projects delivering Sales Cloud, Service Cloud, and Community Cloud solutions for clients across a wide variety of industries, building foundational expertise across the Salesforce platform.

CREDENTIALS

20 Salesforce certifications: AI Specialist, Data Cloud Consultant, System Architect, Application Architect, Platform Developer I, Administrator, Integration Architecture Designer, Data Architecture and Management Designer, Identity and Access Management Designer, Development Lifecycle and Deployment Designer, Sharing and Visibility Designer, OmniStudio Consultant, Energy and Utilities Cloud Accredited Professional, CPQ Specialist, Advanced Administrator, Platform App Builder, Sales Cloud, Service Cloud, Community Cloud, and Marketing Cloud Email credentials.

Agile delivery: Professional Scrum Master II and Professional Scrum Master I.

EDUCATION

University of Auckland | Bachelor of Commerce, International Business & Commercial Law | 2005-2010
