



Sandeep Kumar

Salesforce & Heroku Architect | Full Stack Developer

● Available for new engagements via CloudAlgo · remote, IST (UTC+5:30)

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ABOUT

Salesforce and Heroku architect with 16+ years of enterprise delivery and a decade on the Salesforce platform. Co-founder of CloudAlgo, where I have scoped, architected and shipped 70+ projects for non-profits, healthcare and life-sciences organisations, retailers, manufacturers and enterprise software companies. I take an engagement from a rough brief to a running system: data model, integrations, Lightning UI, Heroku services, CI/CD, and the code review that keeps it maintainable after I hand it over.

16+ years in software **70+** projects delivered **8** Salesforce certifications

Non-profit. Membership, enrolment and donation platforms on Salesforce for organisations working across 180+ countries.

Retail & distribution. Commerce-connected mobile apps, Service Cloud for business customers, and order-to-invoice integration with NetSuite.

CLIENTS INCLUDE Eli Lilly · Teva Pharmaceutical · Logitech · Lids · Align Technology · BMC Software · Experian · Traction on Demand · Mesh01 · Aegerion Pharmaceuticals · Nightingale Conant · Kimberly-Clark · IBM · Delta Electronics

EXPERIENCE

2022 — PRESENT

Jan 2022 – Present

● Co-Founder / Salesforce & Heroku Architect

CloudAlgo · Jaipur, India

- Co-founded CloudAlgo in 2022 and grew it from zero into a Salesforce consulting practice that has delivered 70+ projects for clients across North America, Europe and Asia
- Architect and technical lead on every engagement: data modelling, Apex and Lightning Web Components, Heroku services, MuleSoft and MuleSoft RPA, REST/SOAP integrations with ERP, NetSuite, EMR and identity systems, and Airflow data pipelines on AWS, with Lambda and Fargate services behind API Gateway and Cognito for customer-facing identity
- Recent deliveries include an Airflow medallion pipeline that cut CRM-to-ERP data latency from a 12 to 24 hour batch to under 15 minutes, a MuleSoft layer giving a diagnostics platform 5-minute logistics visibility, and Salesforce–NetSuite integration that ended manual order re-keying
- Own delivery end to end — discovery workshops, scoping and estimation, sprint planning, client communication, release and hypercare — so clients deal with one accountable person from brief to go-live
- Built Salesforce DX and GitHub Actions CI/CD pipelines with scratch-org validation and automated test runs, replacing manual change sets and cutting deployment risk on every release
- Still hands-on: write production code daily, review every pull request, and set the security, quality and architecture standards the whole team follows
- Mentor developers and consultants on platform patterns, from governor-limit-safe Apex to reusable LWC component design

2019 — 2021

Jun 2019 – Dec 2021

○ Platform Architect

Traction On Demand · Remote

- Led development of Traction REC, a Salesforce-native recreation management product used by parks and recreation departments for memberships, programme registration, facility bookings, fundraising and community engagement
- Designed and built greenfield product components end to end: custom objects and sharing model, Apex services, Lightning UI, and packaging for distribution across customer orgs
- Built and led a distributed Agile team across time zones; set the sprint cadence, code review standards and release workflow the team still runs on
- Technical Architect and Node.js lead for Traction X-Ray, an org-analysis tool: built metadata scanners, analytics processing, and automated PDF and Google Sheets reports that show architects exactly where the technical debt in a Salesforce org sits

2013 — 2019

Dec 2013 – Jun 2019

○ Technical Architect | Principal Consultant

Appirio · Jaipur, India

- Principal Consultant and Technical Architect on 8+ concurrent enterprise engagements over five and a half years at a global Salesforce SI, spanning pharma, retail, med-tech and enterprise software
- Rebuilt LillyNow, Eli Lilly's employee intranet, replacing 80+ disparate portals with one Node.js / React / Contentful platform on Heroku serving 40,000 employees in 120 countries
- Sole developer on the BMC MyEBC iOS app: owned design, Swift development, QA and App Store release, backed by a Salesforce Community

- Led mobile delivery for Lids (React Native, iOS and Android) and Nightingale Conant (Ionic/Cordova), and built the Heroku microservices that connect each app to its legacy backend
- Delivered enterprise integrations including a bidirectional Office 365–Salesforce calendar sync for Align Technology's global sales team and an IBM Watson–powered feedback analysis platform for Mesh01
- Ran technical discovery and solution design with client architects, turning requirements into estimates, architecture documents and delivery plans

2012 — 2013

May 2012 – Dec 2013

Senior Software Engineer

Metacube Private Limited · Jaipur, India

- Built the Aegerion Pharmaceuticals patient portal on Salesforce Communities, where external patients track LDL–C levels and dietary plans in a responsive UI on phone and desktop
- Implemented Experian's Service Cloud: web-to-case and email-to-case, assignment and escalation rules, and Knowledge One so agents resolve cases from one console
- Delivered Edgeforce, Teva Pharmaceutical's social intranet, giving 40,000+ employees document access and collaboration on mobile, iPad and desktop
- Built Logitech's B:C Service Cloud case management system with a Customer Community, working consistently across iPad, desktop and iPhone

2010 — 2012

Feb 2010 – May 2012

Software Engineer

Xtreme Infosoft Private Limited · Jaipur, India

- Developed a Sales Rep Application for Delta Electronics India (ASP.NET, SQL Server, jQuery) that let field reps configure and present products with clients on site and route approved orders straight to production
- Built a College Automation System (ASP.NET, SQL Server, jQuery) covering fee management, student performance tracking, staff administration and reporting

SELECTED PROJECTS

TRACTION ON DEMAND

Traction REC

Recreation management product built natively on Salesforce for parks and recreation departments. Residents register for programmes, book facilities and manage memberships; staff run everything from one org with standard Salesforce reporting. I designed the data model and sharing, built the Apex services and Lightning UI, and packaged it for distribution across customer orgs.

[Salesforce](#) [Apex](#) [Lightning Components](#) [Visualforce](#)

ELI LILLY via Appirio

LillyNow Portal

Eli Lilly's employee intranet, rebuilt to replace 80+ separate portals with one platform for 40,000 employees across 120 countries. Node.js and React on Heroku, Contentful for editorial content, Kaltura for video. Editors publish once; employees get one search, one navigation and one login.

[Node.js](#) [React.js](#) [Contentful](#) [Kaltura REST API](#) [Heroku](#)

ALIGN TECHNOLOGY via Appirio

Align Technology Calendar Integration

Bidirectional calendar sync between Office 365 and Salesforce for Align Technology's global sales team. Meetings created or changed in either system propagate automatically, so reps stop double-entering and managers see real field activity in Salesforce.

[Salesforce](#) [Office 365](#) [REST API](#) [Node.js](#)

BMC SOFTWARE via Appirio

BMC MyEBC

iOS app for BMC executives and customers to book enterprise briefings and product demos, backed by a Salesforce Community. Delivered solo as the single point of contact: design, Swift development, QA and App Store submission.

[iOS](#) [Swift](#) [Salesforce Community](#)

LOGITECH via Metacube

Logitech B:C Service Cloud

Case management for Logitech's business customers: a Customer Community where partners raise and track cases, and a Service Cloud console where agents work them. Designed to behave identically on iPad, desktop and iPhone so field and desk staff share one process.

[Service Cloud](#) [Customer Community](#) [Apex](#) [Visualforce](#)

TRACTION ON DEMAND

Traction X-Ray

Org health and metadata analysis tool for Salesforce architects. Scanners crawl an org through the Metadata API, score the depth and breadth of customisation, and generate PDF and Google Sheets reports that turn technical debt into a prioritised list. Built as a Node.js service with Apex-side collectors.

[Salesforce](#) [Apex](#) [Metadata API](#) [Google Sheets API](#)

LIDS via Appirio

Lids Mobile App

Shopping app for North America's largest headwear retailer: browsing, checkout and the Access Pass loyalty programme on iOS and Android from one React Native codebase. I built the Heroku microservices that bridge the legacy commerce backend to the mobile front end, so the app shipped without re-platforming the backend.

[React Native](#) [iOS](#) [Android](#) [Heroku](#) [Node.js](#) [Microservices](#)

MESH01 via Appirio

Mesh01

Product testing platform where brands launch campaigns, recruit testers and collect structured feedback. IBM Watson runs sentiment analysis over free-text responses and reporting dashboards surface the results. Node.js, AngularJS and MongoDB on Heroku.

[Node.js](#) [AngularJS](#) [MongoDB](#) [IBM Watson](#) [Heroku](#)

TEVA PHARMACEUTICAL via Metacube

Edgeforce Social Intranet

Social intranet for Teva's 40,000+ employees: document libraries, Chatter collaboration and news, working the same way on desktop, iPad and phone. Built on Salesforce so IT got one platform to secure and one identity to manage instead of a separate intranet stack.

[Salesforce](#) [Chatter](#) [Visualforce](#) [Responsive UI](#)

EXPERIAN via Metacube

Experian Service Cloud

Service Cloud implementation for Experian's support team: web-to-case and email-to-case intake, assignment and escalation rules, and Knowledge One so agents answer from one console. Cases reach the right queue automatically and agents stop switching between tools to resolve them.

[Service Cloud](#) [Knowledge](#) [Web-to-Case](#) [Email-to-Case](#)

AEGERION PHARMACEUTICALS via Metacube

Aegerion Patient Portal

Patient portal on Salesforce Communities for a rare-disease pharma company. Patients log in as external users, track their LDL-C levels over time and follow the diet plan set for them, on phone or desktop. Built with the sharing model and field-level security that patient data requires.

Salesforce Communities Visualforce Responsive UI

NIGHTINGALE CONANT via Appirio

Nightingale Conant App

Hybrid iOS and Android app for a motivational-training publisher. Members buy a subscription, stream video courses through Kaltura, and read or purchase books, all from one Ionic codebase backed by Node.js services.

Ionic Cordova AngularJS Node.js Kaltura

KIMBERLY-CLARK via Appirio

Holos

Mobile-optimised web application built from a blank page for Kimberly-Clark. I owned the full stack: project planning and wireframes with the client, SQL Server schema design, .NET REST services, and the AngularJS front end with responsive HTML and CSS so the same app worked on phone, tablet and desktop. Delivered as the sole full-stack developer on a small Appirio team.

.NET SQL Server AngularJS REST APIs Responsive UI

TECHNICAL SKILLS

PROFICIENT

Salesforce, Apex, Lightning Web Components, Visualforce, JavaScript, TypeScript, Node.js, React, React Native, Next.js, Heroku, MuleSoft, MuleSoft RPA, Apache Airflow, AWS (Lambda, Fargate, Cognito, S3, RDS), MongoDB, PostgreSQL, REST / SOAP APIs

COMFORTABLE

Vue.js, Angular, Swift (iOS), Ionic, Java, Serverless / API Gateway, Redis

FAMILIAR

Python, C++

ELI LILLY via Appirio

LUCID Shared Modules

Set of private Node.js modules for Lilly's internal projects: SSO authentication wrapped in one package, PDF generation from Markdown documents, and shared security helpers. Each new project pulled the modules in instead of rebuilding the same plumbing, cutting weeks from setup.

Node.js SSO Markdown PDF

IBM via Appirio

Travel Companion

Single-page AngularJS travel companion built for IBM's retail clients: responsive UI components, Google Maps integration for store and route discovery, and Node.js with MongoDB behind it.

AngularJS Node.js MongoDB Google Maps API

DELTA ELECTRONICS INDIA via Xtreme Infosoft

Sales Rep Application

On-site build at Delta's Gurgaon office: a web app that let field sales reps present products, configure them to a customer's requirements and send the approved configuration straight to production for order fulfilment.

ASP.NET SQL Server jQuery

CERTIFICATIONS

SALESFORCE CERTIFIED

Administrator · Platform App Builder · Platform Developer I · Platform Developer II · Sales Cloud Consultant · Service Cloud Consultant · Sharing and Visibility Designer · Integration Architecture Designer

OTHER

OCP, Java SE Programmer · DOEACC A Level

EDUCATION

- 2010

Master in Computer Science
Punjab Technical University
- 2008

MS, Information Technology
Punjab Technical University

I keep current by reading platform release notes and building small things with new tooling before a client needs it. Off the keyboard: tabletop gaming, video games and travel.