

Fredo Nagel

Salesforce Consultant & Solution Architect

With 10 years of experience as a solution architect and (senior) consultant in various industries, I bring comprehensive expertise in Salesforce implementation and requirements engineering to the table. My focus is on developing automated business processes and optimizing customized Salesforce solutions to effectively meet complex business requirements.



Personal

Email

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Address

Germany, Nordrhein-Westfalen, Essen

Citizenship

German

Phone

+491743332159

Website

salesforce.fredon.de

Skills

Salesforce Implementation and Consulting

Declarative development (Flows)

Apex development

Requirements Engineering

Agile Project Management

Fast learner

Efficient time and task management

Strong communication skills

Certificates

Salesforce Certified Agentforce Specialist

Salesforce Certified Administrator

Salesforce Certified Sales Cloud Consultant

Salesforce Certified Platform App Builder

Salesforce Certified OmniStudio Consultant & Developer

Salesforce Spiff Consultant

IREB CPRE Foundation

Prince2 Agile Foundation & Practitioner

Language

English - fluent

German - native

Career Path

09/2025
- present

Salesforce Consultant, Analyst & Solution Architect

Freelancer

Implement and automate processes with Flow (Screen, Record Triggered, Scheduled, Autolaunched), as well as Apex (Trigger) and LWC.

Design solutions and scalable architectures, including legacy migrations

Requirements engineering and translation of business requirements into technical solutions

Agile project management with clear milestones and risk management

Provide documentation, best practices, and training to create added value for customer teams

04/2022
- 08/2025

Technology Architect - Salesforce

BearingPoint - IT and Management Consulting

Design and implementation of Salesforce architectures, including requirements engineering and project management, integration, and migration of external systems.

04/2019
- 03/2022

IT and Management Senior Consultant - Salesforce

BearingPoint - IT and Management Consulting

Execution of rollouts of sales and service cloud solutions, management of project teams and stakeholders, and quality assurance through release planning and test coordination.

04/2017
- 03/2019

IT and Management Consultant - Salesforce

BearingPoint - IT and Management Consulting

Supporting companies in the introduction and adaptation of Salesforce through requirements analysis, configuration, and coordination of subprojects.

08/2016
- 04/2018

Business Analyst

BearingPoint - IT and Management Consulting

Comprehensive CRM consulting, requirements engineering, and agile project management.

08/2014
- 02/2016

Working Student - Innovation Management

Siemens Energy, Mülheim (Ruhr)

Innovation Management and Multi-Project Controlling

Education

04/2013
- 03/2016

Industrial Engineering - Mechanical Engineering/Marketing & Management, Master of Science

University Duisburg-Essen

10/2008
- 06/2013

Industrial Engineering - Mechanical Engineering/Marketing & Management, Bachelor

University Duisburg-Essen

09/2011
- 02/2012

Mechanical Engineering, Semester abroad

National University of Malaysia

Industry experience

Energy & Utilities
Logistics
Telecommunication
Non-Profit
Finance
Health
Manufacturing

Relevant Experience

Professional Focus

Business Process Automation: Automate critical workflows with Salesforce no-, low- and pro-code technology, driving efficiency gains and reducing manual effort.

Architecture & Tailored Solutions: Design and deliver scalable Salesforce architectures and customer-specific solutions, including legacy-system migrations, to boost performance and minimize downtime.

Requirements Management & Stakeholder Engagement: Gather, document and trace business requirements; collaborate with stakeholders to translate challenges into cross-platform process and system designs.

Agile Project Management & Team Leadership: Direct cross-functional teams, set milestones and goals, manage risks and oversee timely delivery of Salesforce implementations.

Consulting & Knowledge Transfer: Provide expert advisory services, develop comprehensive documentation and training materials, and empower clients to sustain continuous process optimization.

Selected Project Outlines

Manufacturing - greenfield Sales Cloud implementation: Greenfield rollout of Sales Cloud combined with a redesign of the sales processes. Instead of rebuilding the existing flow, it was first reduced to the steps that actually steer the business and then mapped.

Health - data model optimization and reporting: Cleanup of a data model that had grown over the years and build-up of reliable reporting on top of it. Restructuring the object model was the prerequisite, since analytics on an inconsistent model only produce wrong numbers faster.

Banking - sales process as a second-generation package: Implementation of a sales process in the credit business, delivered as a second-generation package (2GP). The package boundary enforces clean dependencies and makes every version traceably deployable and reversible.

Energy & Utilities - warehouse processes: Development and integration of warehouse and material management processes in Sales Cloud with connection to SAP MM, including automated inventory management and reporting.

Energy & Utilities - sales processes (e-mobility): Development and optimization of sales and service processes in Sales Cloud, including quotation processes for e-mobility solutions.

Energy & Utilities - service processes: Implementation of case management and development of quotation and contract management processes based on Service and Sales Cloud.

Non-profit: Delivery team lead for the introduction of Sales Cloud, Experience Cloud, and Marketing Cloud; responsibility for architecture, implementation, and team management.

Logistics - data migration: Migration from a legacy master data system to Sales Cloud (several million data records), including ensuring data quality and relationship logic.

Logistics - reporting: Implementation of Sales Cloud and development of reports and analytics (SF Classic, Wave Analytics).

Telecommunications: Project management for the consolidation of an OSS tool landscape with a focus on process harmonization and architecture decisions.