

# DELPHINE RANSON

## 20 Years of Project Management Experience

France

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delphranson@gmail.com



### AREA OF EXPERTISE

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- ✓ Delivery : Pre-sales, Project and program management (Resources, roadmap, budget), governance and comitology, Salesforce and Cloud Best Practices, communication, manage stakeholders, engagement manager
- ✓ Agile methods, Salesforce functional architect, Data management, Release Management, change management, deliverables, Business process management, international projects, devops
- ✓ Management : Leadership, relationship management (Prospects, Clients, Partners, Team)
- ✓ Business : Commercial development, Sales strategy & Account plan, negotiation & contractualization, CXO relationships, commercial offers, complex BtoB sales.

### TECHNICAL SKILLS

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- ✓ Since 2005 : Salesforce (4 certifications) Sales Cloud, Service Cloud, Appexchange, Mulesoft, Marketing Cloud, Cloud Solutions (Appexchange), Tableau
- ✓ Architecture and API (Dell Boomi, Mulesoft, Talend...) , app, website, legacy, Artificial Intelligence (IBM, Salesforce..)
- ✓ MS Project, Teams, Slack, Xray, Jira, Confluence, Microsoft app, Power BI, Qlikview, SAP, Azure, Outlook, Excel, PowerPoint,
- ✓ Agility : SAFe 4, Scrum, governance IT and comitology, ITIL, Core Model, CMMI

### PROFESSIONAL JOURNEY

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2021-01 - 2023-08

#### **Director - Salesforce Practice, IBM Consulting, Colombes**

- 🕒 Member of the practice management committee (30 consultants), €15M turnover
- 🕒 Business Development
- 🕒 Strategic program leader Stream General Management Sense of company belonging
- 🕒 Woman@IBM Breakfast Team

2020-01 - 2021-04

#### **Director - Salesforce Practice, Sopra Steria, Paris, La Défense**

- 🕒 Operational Value Director of the agency (70 consultants, 20 managers and 5 directors)
- 🕒 Referent: "Building a commercial offer" and "Appropriation of a new brand"
- 🕒 Operational management of the practice: pre-sales, recruitment, skills development, staffing, engagement manager on projects

2007-08 - 2014-01

#### **Salesforce Project Manager, Kerensen Consulting (Acquired by Salesforce in 2015)**

- 🕒 Successfully managed multiple fixed-prices projects simultaneously by prioritizing tasks according to urgency, resource availability, and alignment with organizational goals.
- 🕒 Planned, designed, and scheduled phases for large projects.
- 🕒 Identified plans and resources required to meet project goals and objectives.
- 🕒 Monitored project performance to identify areas of improvement and make adjustments.

2004-09 - 2007-08

#### **Key accounts Sales Director & Salesforce project manager, NCH Corporation**

Optimized sales operations by

- 🕒 implementing CRM systems,
- 🕒 streamlining processes,
- 🕒 developing comprehensive training programs for new hires.

# DELPHINE RANSON

Leader with 20 Years of Salesforce Expertise |  
New Business Development | Project Director

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## SOME PROJECTS

Client	Rôle	Responsabilités	Duration
Fast Retailing	Mulesoft Delivery Manager Cap4Lab	<u>Project Governance</u> : Planning, KPI's, Communication, engagement Manager Fixed price. <u>Team</u> : 8 developpers <u>80 flows</u> (SAP 4 HANA, Salesforce, Mulesoft..)	2024 3 months
Bardhal	Product Owner	<u>Business Framing</u> : Salesforce Sales & Service Cloud Business Users Interview : <u>Finance, Sales, Legal, IT, General Management</u> , In house systems CRM and ERP, Outlook, Gladys, Atradus, Eloficash, Prestashop Define <u>Scope, Strategy, Roadmap and project planning</u> , Selection and engagement of implementation partners	2024 2 months
Mon Courtier Energie	Project Director /Contract Engagement Manager Sia Partners	<u>Sales Cloud Adoption Framing</u> : Platform Analysis (processes/ configuration / usage), Business Users Interviews, Deliverable : Analysis and Project Plan	2023 3 months
Emarat	Engagement Manager - Head of Salesforce Center of Excellence Sia Partners	<u>Solution Architect analysis</u> : identification of problems and agreement on resources and process to ensure service quality Contrat renewal : <u>resources</u> required, team <u>organization</u> , define <u>scope</u> and <u>risks analysis et mitigation plan</u> Salesforce Sales Cloud, Marketing Cloud, Salesforce Service Cloud, Mulesoft, Custom app, Data Cloud	2023 6 months
La Banque Postale	Project Director IBM	<u>Salesforce Sales Cloud Framing and Project Director pre-sales</u> <u>Requirements analysis</u> to define <u>resources</u> and <u>planning with fixed price (1M€)</u> Workshops with management to define deployment strategy and the financial means required	2023 9 months
Manpower France	Deputy Program Director IBM	Project weekly committee governance: <u>Planning, risks, KPI's</u> with leader of each team ( <u>30 teams</u> )? Cloud and Agility Best Practices with key users <u>Project size : 100 resources, 12M€/year</u> <u>Domains</u> : website, mobile app, all internal users systems (4K users), Bullhorn cloud, data migration from multiple historical systems, Infra, Dell Boomi, Data Migration, Power BI ...	2022 1 year
Moët Hennessy	Project Director / Contract Engagement Manager IBM	<u>Production Engagement Manager</u> : ensure platform availability for business activities in 35 countries for the 25 brands <u>Head of level 2 internal users support request, Technical Solution architect</u> managing 1 Teach Lead, 3 Developpers and 3 Business Analysts. RollOut strategy with sandboxes. In charge of sensitive data integration or actions requested on Production Environment. <u>Planning, risks, KPI's, Best Practices</u> for Salesforce Sales Cloud and Experience Cloud context (users, resources, general management)	2021 6 months
GRT Gaz	Project Manager / Solution Architect Sopra Steria	Business Analysis, Core Model architecture, Business Process optimization to meet Salesforce Sales Cloud Standard with users satisfaction Workshops, configuration & Adoption <u>Safe 4 methodology</u> : PI Planning, Daily, Jira, Confluence	2019 6 months
Sowee	Engagement Manager / Project Director Niji	Budget (fixed price), Planning, Quality, Governance <u>Team</u> : 8 developpers. IT context : Drupal, Salesforce Communities, Q&A, Documents Management	2016 9 months
Exclusive Network	Engagement Manager / Project Director VO2 Force	Optimization of an existing Salesforce Solution. Review for acquisition process and Sales Process. Solution dedicated to France as a pilot for international deployment. <u>CORE Model</u> for international deployment : process, KPI's, flows	2014 1,5 an
Saint Gobain Glassolutions	Project Manager Kerensen Consulting	Business Analysis, Core Model architecture for 5 countries <u>Workshops &amp; Adoption, Configuration, Deliverables</u>	2013 3 months
Nissan	Project Manager Kerensen Consulting	Governance and Methods, Planning, risks, KPI's, Best Practices <u>Deployment in 8 countries</u> : configuration, data migration, production go live, guarantee and maintenance <u>Team</u> : 2 Business Analysts and 1 Developer + external consultants	2012 1 year
Axa Assistance	Project Manager Kerensen Consulting	Budget (fixed price), Planning, Quality <u>Deployment in 4 countries</u> : configuration, data migration, production go live, guarantee and maintenance	2011 2 years
Lyonnais des Eaux	Project Manager / Product Owner Kerensen Consulting	Context : Allowing 3 companies (Lyonnais des Eaux, Isiom and Ocea) to work on the same Salesforce Platform, respecting each business process with common KPI's Workshop, business analysis, define core model. <u>Implementation 2 months, 2 years as Product Owner</u>	2010 2,5 years
BPCE	Project Manager Kerensen Consulting	Budget (fixed price), Planning, Quality	2010 2 months
Société Générale Equipment Finance	Project Manager Kerensen Consulting	Budget (fixed price), Planning, Quality. <u>Core Model</u> for 25 countries	2010 2 months
Arval	Project Manager Kerensen Consulting	Business Analysis, Core Model architecture, Workshops & Adoption, Configuration, Deliverables <u>Deployment in 12 countries, QuickView Roll Out</u> project manager 1 year	2010 2,5 years

## DIPLOMAS

2017- **Executive MBA candidate** : Entrepreneurship /Marketing for Wine and Spirits,  
2021 *Kedge Business School*  
2019 **Master** Management of an innovative project  
*Incuballiance*  
2005 **Master 1** Business Development,  
*ICD, Groupe IGS*

## CERTIFICATIONS

2024 **IBM** : Project Management Fundamentals  
2024 **IBM** : Working in a Digital World: Professional Skills  
2023 **Salesforce**: Sales Representative  
2023 **IBM** : Growth Behavior  
2017 **Salesforce** : Service Cloud  
2013 **Salesforce** : Sales Cloud  
2010 **Salesforce** : Administrator