

JEFF SHURLIFF

ENTERPRISE BUSINESS APPLICATIONS & SALESFORCE PLATFORM LEADER

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EXECUTIVE PROFILE

Enterprise business applications leader with more than a decade of experience modernizing platforms, integrations, and customer and partner experiences in cybersecurity and enterprise technology. Combines global people leadership with hands-on Salesforce, Python, architecture, automation, AI, and security depth. Owned RSA's Salesforce ecosystem and connected application portfolio while leading approximately 15 contributors across the United States, Egypt, and India.

LEADERSHIP & PLATFORM EXPERTISE

Leadership: Business and enterprise applications • Global people leadership • Portfolio and roadmap strategy • Hiring, coaching, and performance management • Cross-functional program delivery

Platforms: Salesforce platform ownership • CRM and quote-to-cash • Customer and partner experience • Enterprise integrations • Identity and access management • Service management

Governance & Innovation: Enterprise architecture • Security and risk • Vendor, licensing, and budget management • AI-assisted and agentic software engineering • Python automation and open source

PROFESSIONAL EXPERIENCE

RSA SECURITY <i>Cybersecurity & identity solutions</i>	DEC 2013–AUG 2026
Manager Level 2, IT Business Applications	<i>Jul 2024–Aug 2026 Remote</i>
Manager Level 1, IT Business Applications	<i>Feb 2022–Jul 2024 Remote</i>
- Owned RSA's Salesforce ecosystem and connected application portfolio supporting sales, service, quote-to-cash, customer and partner experience, and internal operations; directed integrations with ERP, iPaaS, learning, marketing, data, and service-management platforms. - Led approximately 15 developers, administrators, architects, and analysts across the United States, Egypt, and India in Salesforce Core Platform, Salesforce CPQ, and Customer Experience scrum teams; managed hiring, coaching, performance, roadmaps, delivery, and escalations. - Jointly led the 2025 consolidation of multiple AWS-hosted customer applications into Salesforce Experience Cloud, saving more than \$150,000 annually while reducing integration complexity and establishing Salesforce as the primary system of record. - Led the RSA Community migration from Khoros to a heavily customized Salesforce Experience Cloud implementation, saving approximately \$130,000 annually in licensing and subscription costs. - Modernized external SSO from an end-of-life platform to RSA ID Plus with phishing-resistant MFA, reducing account-takeover risk and enabling future customer and partner initiatives. - Drove Salesforce technical-debt reduction and access governance by auditing obsolete configuration, decommissioning or modernizing hundreds of Apex classes and triggers, migrating legacy automation to Flow, and strengthening least-privilege and separation-of-duties controls. - Managed Salesforce account strategy, licensing, renewals, roadmap planning, and incident prioritization; contributed to annual IT budgeting and participated in architecture and third-party risk reviews for enterprise integrations, vendors, and AI initiatives. - Built a Microsoft 365 Copilot agent that interviews stakeholders and generates structured Business Requirements Documents for IT intake, improving feasibility, effort, and planning inputs; remained hands-on with Salesforce administration and development, Python, REST APIs, and DevOps. - Built fully-automated Python-based API integrations between Freshservice, Slack, and Microsoft Teams to notify IT Operations of incoming incidents, service requests, and escalations.	
Team Lead & Senior Administrator, RSA Link	<i>Sep 2017–Mar 2022 Draper, Utah</i>
- Led the strategy, administration, architecture, and delivery of RSA Link—the company's primary customer support portal, online community, and knowledge experience—and directed a global team spanning the United States, Cairo, and Bangalore. - Increased online support-case submission from approximately 24% to over 70% by expanding portal case management, proactive support, knowledge discovery, and customer self-service capabilities. - Led Jive-x and Khoros platform migrations, business-unit separation, and multiple rebrands while architecting Python, Bash, and PHP automations for documentation publishing, customer advisories, operational dashboards, and support workflows using REST APIs, SQL, and RabbitMQ.	

EARLIER CAREER PROGRESSION

RSA SECURITY (CONTINUED)

DEC 2013–SEP 2017

Senior Social Engagement Manager

Aug 2015–Sep 2017 | Draper, Utah

- Helped lead the implementation of RSA Link, coordinated updates across more than 280 portal spaces, and led a global network of Knowledge-Centered Service subject-matter experts.
- Established knowledge-management goals, training, governance, reporting, and quality practices; partnered with Salesforce teams on requirements, defect resolution, integrations, and user-acceptance testing.

Technical Support Engineer II

Dec 2013–Jul 2015 | Draper, Utah

- Supported the RSA NetWitness security analytics and SIEM platform, resolved complex customer issues, and strengthened the global knowledge program through training, content governance, and technical review.

EMC / DELL TECHNOLOGIES | Enterprise storage

JUN 2012–JAN 2014

Technical Support Engineer / FAST VP SME, Symmetrix

Jun 2012–Jan 2014 | Draper, Utah

- Served as a global escalation point for FAST VP configuration, performance, and troubleshooting on Symmetrix enterprise storage systems, including complex and high-severity customer cases.
- Earned six 100% positive customer-satisfaction surveys during 2013 and received recognition for technical expertise, mentorship, customer advocacy, and knowledge sharing.

MARKETECTURE | SaaS platform

MAY 2011–JUN 2012

Technical Team Lead; Technical Support Representative

May 2011–Jun 2012 | Orem, Utah

- Progressed into team leadership, training new hires, monitoring service performance, coaching technicians, and handling escalated support while continuing direct customer support for a small-business SaaS platform.

OPEN SOURCE & APPLIED AI

- Created and published SalesPyForce, an open-source Python SDK for Salesforce developed while building an enterprise integration that synchronized partner-training data from Saba Cloud into Salesforce.
- Created and published PyDPlus, an open-source Python SDK for RSA ID Plus that supports reusable administrative automation for customers, partners, developers, and platform administrators.
- Apply AI-assisted and agentic software engineering with OpenAI Codex and Salesforce Agentforce Vibes, and build custom agents, GPTs, and conversational experiences with ChatGPT, Claude, Azure OpenAI, Microsoft 365 Copilot, and Microsoft Copilot Studio while retaining human accountability for architecture, testing, security, and quality.

EDUCATION & CREDENTIALS

Education: Bachelor of Science, Information Technology — Utah Valley University, 2012; concentration in Network Security and Administration

Current certifications: Certified Information Systems Security Professional (CISSP), ISC2 — valid through Jun 2029 • Salesforce Certified Experience Cloud Consultant (2024) • Salesforce Certified Administrator (2023) • Salesforce Certified Associate (2023) • Certified Freshservice Product Expert (2022)

TECHNOLOGY

Salesforce: Experience Cloud • Service Cloud • Sales Cloud • CPQ • Flow • Apex • Lightning Web Components • Visualforce • Security and Access Controls

Architecture & Engineering: Python • REST APIs • AWS EC2 • Azure OpenAI • DevOps • Git & GitHub • GitLab • SQL • Bash • PowerShell • Enterprise Integrations • Identity and Access Management (IAM) • HTML/CSS/JavaScript • AI Prompt Engineering • Scrum

Platforms: RSA ID Plus & SecurID • ERP and iPaaS Integrations • Microsoft 365 Copilot • Microsoft Copilot Studio & Power Platform • Freshservice • Khoros Communities • Jive Software • Atlassian Jira & Confluence • Twilio SendGrid • Obsidian.md • Slack