

# Tory Netherton

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## Summary

My Mission:

Continue to grow as a leader, engineer, and architect. Continue to learn about software engineering, people leadership, and the Salesforce platform. Be the strongest leader I can be. Continue leading the way into a better and more productive developer environment for the Salesforce platform. Add to my architectural knowledge and insight. Always be the strong team example of best practices and code craftsmanship.

I take a great deal of pride in the quality of work I perform or direct, and in the systems we design and produce. I strive every day to produce only the highest quality work, and be the best example for my team and colleagues, that I can be.

I view my task these days as setting a strategy and developing talent and leaders within my team to execute that strategy with a focus on quality and collaboration.

## Experience

### Senior Director, Salesforce Engineering

Inspirato

Mar 2022 - Present (2 years 1 month)

Worked to focus the CRM platform and remove unnecessary or poorly located functionality and customizations.

Aligned our efforts & platform / product choices to minimize maintenance costs.

Overhauled major systems within the Salesforce platform, to build upon our modern code frameworks, make our system more maintainable, and better support our users and functionality.

Improved integrations between Salesforce and other systems to be based on modern APIs and events.

Managed SOX compliance and SOC review for the Salesforce platform as required for a public company.

Built up and developed my team to be more autonomous and technically capable.

### Director of Salesforce Development

Inspirato

May 2019 - Apr 2022 (3 years)

Rebuilt the Salesforce dev team from the ground up.

Focused on building new features to support business units, paying down tech debt, and building a better platform for efficient and reliable platform development efforts.

Shifted underlying platform architecture to be based upon key software engineering principles, treating Salesforce platform development as a software engineering endeavor with strong technical foundations.

Migrated the development process to be source based, 2G package based, CI/CD driven, and inclusive of both engineers and administrators.

Developed a number of less technical engineers and administrators to understand more sophisticated development processes and architectural capabilities.  
Created and developed team processes to establish best practice change management capabilities.  
Built a number of new code frameworks and fundamental capabilities in the system, upon which to build better more maintainable code.  
Turned the Salesforce development team into a first class software engineering citizen within the company.

 **Senior Architect - Salesforce**

**ZapCom Group Inc**

May 2018 - May 2019 (1 year 1 month)

I spent my days leading a team of five building solutions in Salesforce and working to improve overall architecture of a good size Salesforce org. We worked as one part of a larger development team. I'm very proud of the work we did, and I really enjoyed both the people I worked with, and the challenge of the work. We completed a number of projects of varying size in the time I was there. We built some very sophisticated Lightning component UX and propelled the org into the beginnings of a more modular, automated, and accessible development environment. Pushing towards SFDX and packaging, was a challenging but rewarding process. I gained great experience in that area as well as in Lightning components. I led the way on these efforts and gained a great deal of experience in the process.

**Chief Information Officer**

May 2017 - Feb 2018 (10 months)

Managed a team of 12.

Managed IT budget and project prioritization.

Handled system requirements analysis and selection.

Managed and customized the company's Salesforce org.

Built several complex Salesforce business processes.

Customized and integrated the Five9 call center management solution with Salesforce.

Integrated the Spinify motivational system with Salesforce.

Implemented a flexible lead import and handling system.

Implemented and managed multiple cloud business systems including Azure Active Directory, Unifi Network, Office 365, and a Skype for Business VOIP phone system.

Implemented an AWS S3 voice recording storage system.

 **"Network Administrator"**

**Omni Tax Solutions**

Nov 2001 - May 2017 (15 years 7 months)

Worked closely with, mentored, and helped manage a team of four.

Built a sophisticated Lead import, management, and distribution system based on SQL Server and .net Windows Forms.

Implemented a proposal generation and prospect tracking system based on SQL Server and .net Windows Forms.

Built a duplicate handling system to accompany the lead management system on the same platform.

Implemented and managed a Windows server and network infrastructure over many years.

Migrated from a traditional Windows server architecture to a completely virtual server architecture using Hyper-V.

Implemented a complete enterprise backup and disaster recovery system with cloud storage using AWS Storage Gateway and Veeam.

Built and managed a full Salesforce implementation to partially take the place of those earlier systems and handle most of the company's business processes.

Architected a large custom Salesforce data domain and built Salesforce business processes to manage it.

Integrated Salesforce with back end systems using Salesforce Toolkits for .NET.

Built a great deal of custom Salesforce code including, sophisticated visualforce, triggers, and underlying implementations of Apex Mocks and Apex Enterprise Patterns.

Implemented cutting edge Salesforce CI based on Bitbucket Pipelines before SFDX.

Implemented custom Salesforce interfaces for telemarketing agents to improve performance.

Integrated Conga document generation with Salesforce.

Integrated AWS S3 document storage for Salesforce.

## **Network Administrator**

Solbourne Computer Corp

1998 - 2000 (2 years)

Supported 200+ mobile software consultants and helped manage the central network and services that supported them. Helped manage a Microsoft Windows server and client environment, a Microsoft Exchange email system, and a dialup/vpn mobile network, among others.

Created an asp training application and dynamic menu system for training consultants.

## **Enterprise Support Agent**

TCI

1997 - 1998 (1 year)

Worked in a medium volume internal telephone support team supporting 40,000 TCI employees. Solved problems and coordinated interdepartmental efforts to assist users.

Created and utilized an automated vnc installation tool for use within our network. This was on the very earliest version of VNC. I created an automated installation system for remote control software back when it was just getting going. It was a huge benefit for us over just the phone.

## **Network Administrator**

DEA Incorporated

1995 - 1997 (2 years)

Network and Windows system administration.

## **Licenses & Certifications**



**Salesforce Certified Administrator - Salesforce**

18311431



**Salesforce Certified Advanced Administrator - Salesforce**

18375435



**Salesforce Certified Platform Developer I - Salesforce**

18389117



**Salesforce Certified Platform App Builder - Salesforce**

18590241

## **Skills**

People Development • Team Management • Product Development • Enterprise Architecture •  
Salesforce Architecture • People Management • Solution Architecture • Salesforce.com Development •  
IT Management • Software Development