

MATHEUS GONCALVES

SEATTLE, WA - USA

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SUMMARY

Leader Member of Technical Staff (LTMS) with 20+ years of IT experience spanning Development, Leadership, Architecture, Testing, and Usability. Salesforce Certified Platform Developer I & II. Proven ability to lead teams in fast-paced environments, drive innovation, and manage projects across Financial Analytics, B2B Marketing, Education, Banking, Medical, Credit Bureau, and Retail sectors. Adept at delivering quality results by designing and optimizing scalable applications using cutting-edge technologies. Strong mentoring skills, fostering team growth and best practices.

Solid experience in driving development and results through cross-team collaboration, working with multiple engineering teams to meet shared business goals and objectives.

Implemented service telemetry for Salesforce systems, ensuring continuous monitoring and optimizing performance across integrated services like Heroku, GitHub, and Salesforce. This involved close collaboration with multiple teams to ensure seamless communication between different system components.

SKILLS

Programming Languages: Java, C#, Apex, JavaScript, VB6/VB.NET, C/C++, Python, Typescript.

EXPERIENCE

Salesforce / Trailhead | Seattle, WA - USA

- Leader Member of Technical Staff (LTMS) | Aug 2020 – Present

Leading the Hands-on Experience team, focusing on integrating AI-powered tools and creating custom solutions to enhance Trailblazer experiences. Key initiatives include grounding an internal Large Language Model (LLM) to generate tailored documents for internal users and building data streams for AI Agentforce and Data Cloud. Developed a hands-on challenge tool using Typescript and Heroku, seamlessly integrating with Trailhead's Assessment Engine.

- Spearheaded the implementation of rigorous engineering processes to ensure service quality, predictable delivery, and improved team metrics.
- Mentored junior developers, fostering best practices in software engineering, enhancing the team's talent, and promoting a culture of continuous learning.

Salesforce / Trailhead | Seattle, WA - USA

- Senior Salesforce Engineer | Nov 2018 – Aug 2020

Developed and maintained code for Trailhead Superbadges, integrating new Salesforce features and ensuring up-to-date learning experiences. Led the development of the Lightning Web Components Specialist Superbadge, including requirements gathering, pre-baked code creation, and assessment engine integration.

EXPERIENCE (continued)

Salesforce / Trailhead | Seattle, WA - USA

- Senior Salesforce Engineer | Nov 2018 – Aug 2020

Working with Salesforce and Trailhead, as a Senior Salesforce Engineer (Technical Credential Developer). Designed and developed code, scenarios, and business requirements for Trailhead Superbadges. Led the Lightning Web Components Specialist Superbadge team, creating the requirements and pre-baked code (JavaScript, HTML, CSS) used by the Assessment Engine to validate solutions.

- Developed and maintained Salesforce Certification Exams (Platform Developer I & II, JavaScript Developer, and more).
- Constantly learned and implemented new Salesforce features, ensuring Trailhead content stays up-to-date.
- Improved content by applying best practices, helping more Trailblazers advance in their Salesforce journeys.

Environment: Visual Studio Code, Salesforce Orgs, Salesforce DX, Lightning, Ruby on Rails

Amazon AWS | Seattle, WA - USA

- Salesforce Developer | Jan 2018 – Nov 2018

Developed custom solutions for the AWS Marketing Automation team, focusing on automating Lead generation processes, Territory Management, and communication with Marketo.

- Suggested and implemented new development patterns, using mock data structures, interfaces, and refactoring patterns (Singleton, Prototype, Abstract Factory).
- Created a Post Live Chat Feedback page using JavaScript to collect ratings and comments.
- Automated processes with triggers, batches, and queueable classes, improving lead follow-up notification logic.
- Advocated for improved Source Control, branching, and merging processes.

Environment: Visual Studio Code, Gearset, IntelliJ, Marketo

eVestment | Atlanta, GA - USA

- Senior Salesforce Developer | Feb 2017 – Jan 2018

Worked with business analysts and project teams to develop and enhance Salesforce CRM functionality for a global user community. Developed Apex, Visualforce, and new functionalities, while leading critical IT projects.

- Trained Salesforce Einstein AI models to improve internal Knowledge Search results.
- Recreated objects hierarchy remapping, using trees and nodes.
- Created batchable processes for report management and automation (SOAP API).
- Improved Visualforce page usability with a JavaScript-based Typeahead component.
- Led the transition from Classic to Lightning, adapting Visualforce Pages and creating new Lightning Components.
- Contributed to the transition to Salesforce DX.

Environment: Github, ForceCode, VSCode, Salesforce DX, Eclipse/Netbeans, MavensMate, JavaScript (Bootstrap, JSForce), BitBucket/Stash, Force.com, XP/Scrum methodology.