

Chris Starleaf, MBA

Salesforce Architect | Enterprise Platform & Integration Strategy

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Profiles

- [in chris-starleaf](#)
- [cstarlea](#)

Skills

Salesforce Architecture Expert

Sales Cloud, Service Cloud, Data Architecture, Security & Sharing, Platform Governance

Development & Automation Advanced

Apex, Lightning Web Components, Flows, Validation Rules, Automated Testing

Integrations & Data Advanced

REST APIs, SOAP APIs, Data Migration, System Integration

Certifications

Salesforce Application Architect

Salesforce Certified Data Architecture and Management Designer

Salesforce Certified Sharing and Visibility Architect

Salesforce Field Service Consultant

Salesforce Experience Cloud Consultant

Salesforce Certified Service Cloud Consultant

Salesforce Certified Sales Cloud Consultant

Salesforce Platform Developer 1

Salesforce Certified Platform App Builder

Salesforce Platform Administrator

Salesforce Architect and Principal Consultant with 8+ years of experience designing, implementing, and governing enterprise Salesforce platforms in high-growth, multi-system environments. Expert in translating complex business and operational requirements into scalable, secure Salesforce architectures across Sales Cloud, Service Cloud, and custom integrations. Trusted technical advisor to executive and product leadership, with a proven ability to improve platform reliability, reduce technical debt, and establish governance that supports long-term growth.

Experience

Zinc Partners LLC **January 2018 – Present**
Principal Consultant / Salesforce Architect Remote / United States

🌐 <https://www.zincpartners.us>

- Progressed from hands-on Salesforce Consultant to Principal Salesforce Architect, assuming increasing ownership of enterprise platform architecture, technical strategy, and delivery.
- Led full-lifecycle Salesforce implementations, owning end-to-end solution design including data architecture, security and sharing models, and system integrations.
- Designed and governed complex Salesforce solutions using Apex, Lightning Web Components, and automation across Sales Cloud, Service Cloud, Experience Cloud, and Field Service.
- Established architectural standards, release governance, and DevOps practices to improve system reliability, performance, and delivery predictability.
- Architected and implemented REST-based integrations to ensure reliable data flow and alignment between Salesforce and external enterprise systems.
- Served as technical lead and mentor for internal teams, offshore developers, and external partners, ensuring best practices and long-term platform scalability.

MS Companies **May 2017 – December 2017**
Salesforce Administrator Indianapolis, IN

- Served as Salesforce Administrator supporting internal users, reporting, automation, and system maintenance.

Education

Butler University **2019 – 2021**
Master of Business Administration

Entrepreneurship and Innovation

Purdue University **2016 – 2018**
Bachelor of Science, Computer Information Technology

Summa Cum Laude