



Lorenzo Santoro

Digital Transformation Leader & Solution Architect, Automation specialist, CRM Strategy & AI Implementation

Details

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[Linkedin](#)

Skills.md

Salesforce Apex, HTML, Vibe Coding & Prompting, N8N, Talend, JS & CSS (basic level), Python (basic level) well-disposed to learn what is needed

Certifications:

Salesforce System Architect
Salesforce Application Architect
Salesforce Agentforce Specialist
Salesforce Administrator
Salesforce Service Cloud
Salesforce Platform Developer I
Salesforce Platform Developer II
Salesforce Integration Architect
Salesforce Sales Cloud
Salesforce App Builder
Salesforce Sharing and Visibility Architect
Salesforce Data Architect
Salesforce Development Lifecycle and Deployment Architect
Salesforce Identity and Access Management Architect
Salesforce AI Associate
Salesforce Service Cloud
Salesforce Experience Cloud
Salesforce Sales Cloud
Salesforce Platform
Salesforce Agentforce
Creatio Administrator
Six Sigma Yellow Belt

Languages

Italian (native speaker)

English (fluent business)

Professional Profile

Senior Technology Leader and **Hands-on Builder** with over 15 years of experience bridging the gap between complex architectures and business value. Expert in translating advanced technical capabilities into scalable enterprise solutions. Recently focused on the **adoption of Generative AI**, designing automation ecosystems (n8n, APIs) and **LLM-based conversational agents**. Proven track record in **Technical Strategy and Presales**, enabling large organizations to navigate digital transformation through clear, compelling technical narratives.

A **builder by vocation**, I combine deep **technical expertise** (APIs, middleware, n8n automation) with a **managerial mindset** focused on **performance optimization** and the adoption of **generative AI**. I have also **designed and built an internal tool for managing staffing and resource allocation** within my organizational unit. Experienced in managing the **entire solution lifecycle**, from **strategic proposal to final delivery**.

Core Competences

- **Technical Storytelling & Solution Design:** Expert in transforming complex requirements (RFPs/Strategic Proposals) into high-impact technical presentations and architectural blueprints.
- **AI & Agentic Architectures:** Hands-on experience in implementing Voice Agents (ElevenLabs) and integrating LLMs into business workflows to solve real-world operational challenges.
- **Sales Enablement & Presales:** Led technical sales cycles for global organizations, creating the "bridge" between engineering depth and executive-level business value.
- **Rapid Prototyping (Builder Mindset):** Created internal management tools from scratch; expert in building functional demos using modern stacks, APIs, and automation (n8n).

Vision and Professional Evolution

My professional evolution is driven by the desire to contribute to an organization that places **Artificial Intelligence at the core of its business**. I aspire to an ecosystem fueled by **continuous and genuine innovation**, where the exchange of ideas is a **daily driver** and learning is seen as a **real growth journey**, focused on **technical excellence** rather than mere formal requirements.

I seek a **dynamic environment** characterized by leadership with a **strong technological culture**, capable of understanding and anticipating market evolution. I strongly believe in a **bidirectional mentoring model**: a context where the **strategic vision of mentors** and the **technical experimentation of teams** can mutually influence each other, fostering **continuous learning** that enhances talent and organically generates **cutting-edge value**.

Mentality and Curiosity

I approach my work with a strong **hands-on "builder" mindset**: if something can be improved, I prefer to **design a solution** rather than passively adapt to existing limitations. Beyond my formal responsibilities, I dedicate significant time to **independently exploring new technologies and AI trends**, testing tools and staying constantly curious about what's emerging in the tech landscape.

It's not just professional interest—it's **pure intellectual curiosity**. This approach allows me to **generate new ideas**, **connect concepts across different domains**, and keep conversations about technology **vibrant and concrete**, even in informal settings.

Professional Experience

CRM Technical Architect Senior Consultant to Senior Manager at BIP, Milan

NOVEMBER 2018 – PRESENT

During my career at this company, I worked across **multiple industries and clients** as **Senior Consultant**, progressing through **Manager** and **Senior Manager** roles as **Project Manager**, **Salesforce Architect**, and **Solution Designer**.

- **Technical Narrative & Solution Design:** Translated complex enterprise requirements into scalable architectural blueprints, bridging the gap between technical depth and business value during strategic presales cycles.
- **AI & LLM Integration:** Pioneered the integration of Generative AI and LLMs within enterprise ecosystems, designing prototypes that demonstrate how frontier AI solves real-world business bottlenecks.
- **Sales Enablement & Strategic Prototyping:** Developed high-impact technical content and demos for RFPs and strategic proposals, influencing decision-makers through clear communication of ROI and technical differentiation.
- **Stakeholder Orchestration:** Acted as the primary technical interface between engineering teams and C-level stakeholders, ensuring that advanced technology implementations remained aligned with corporate strategy.

- **Product Roadmap & Governance:** Defined evolution roadmaps and governance standards for international platforms, effectively acting as a "product advocate" to accelerate technology adoption across large organizations.
- **Builder Mindset & Automation:** Streamlined operational efficiency by designing and building custom automation tools (n8n, API-led architectures), showcasing the ability to turn technical concepts into functional assets.

In addition to client-facing responsibilities, as a **Senior Manager** I also contributed to the **strategic evolution of internal solutions** within my company. I **designed and implemented platforms** to streamline and **optimize day-to-day activities for managers and staff**, directly improving efficiency and decision-making across the organization.

- **Managed a team of 10 professionals**, coordinating their activities across multiple streams while also supervising **resources from other projects**.
- Acted as a **strategic advisor to top management**, ensuring that **internal digital initiatives** were aligned with corporate objectives and delivered **tangible business value**.
- Drove **innovation and continuous improvement**, defining **roadmaps, KPIs**, and governance frameworks to maximize the **return on technology investments**.

This combined experience across **client delivery** and **corporate leadership** highlights my ability to balance **technical expertise**, **program management**, and **people leadership**, delivering results both **externally to clients** and **internally to the organization**.

Salesforce Technical Architect - Tech Lead at Deloitte Digital, Milan

2013 – 2018

At **Deloitte Digital**, I progressed from **Consultant/Developer** to **Tech Lead** and **Senior Consultant**, gaining extensive experience in delivering **large-scale Salesforce programs** across **Insurance, Utilities, and Automotive** industries.

- **Designed and implemented CRM architectures** for global and national clients, ensuring **scalability, maintainability, and adherence to best practices**.
- Acted as **Technical Architect** for complex **Salesforce implementations**, covering **sales, service, and marketing processes**, and integrating with multiple enterprise systems.
- **Led development teams** and coordinated **multi-country rollouts**, managing cross-functional stakeholders and ensuring **alignment with business objectives**.
- **Head Solution Architect for RFPs**, responsible for **solution design, estimations, and strategic proposals** to support new business opportunities.
- Drove **system evolution and AMS**, introducing continuous improvements, new features, and governance models to ensure **long-term sustainability**.
- Delivered **integration architectures** for **connected car solutions** and supported **utilities sector projects** involving the rollout of **50+ processes** and integrations with **20+ systems**.

This experience allowed me to build a strong foundation in **solution design, technical leadership, and enterprise-scale delivery**, and progressively expanding my responsibilities from **hands-on development** to **strategic architecture and people management**.

Developer Salesforce at Arlanis Reply, Milan

2011 – 2013

At **Arlanis Reply**, I started my career as a **Junior CRM Developer** and progressed to **Senior Developer**, working on some of the earliest **Salesforce implementations in Italy** across **Publishing, Media, and Utilities** sectors.

- Developed and customized Salesforce solutions to support both **B2B and B2C** business processes, including marketing campaigns and customer service workflows.
- Gained solid expertise in **Apex development, configuration, and system integration**, laying the foundation for my future roles as **Architect and Project Manager**.
- Contributed to **Application Management Services (AMS)**, providing **first-level and advanced support**, ensuring system stability and continuous improvements.
- Participated in **end-to-end project delivery**, from **requirements analysis to testing and deployment**, working closely with business users and technical teams.

This early-stage experience gave me strong **technical foundations** and a **hands-on developer mindset**, which I later leveraged in more **architectural and leadership roles**.

Education

Master's Degree in Information and Communication Technologies, University of Milan, Milan JANUARY 2007 – JULY 2010 - Graduated with 110/110

Bachelor's Degree in Digital Communication, University of Milan, Milan SEPTEMBER 2004 – DECEMBER 2007 - Graduated with 103/110