Jon Paul DeLaurie, PMP®

Salesforce Certified AI Specialist • Value Stream Management (VSM) Certified • PMI Citizen Developer

DIRECTOR OF MARKETING TECHNOLOGY (MARTECH) • REVENUE SYSTEMS LEADER

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PROFESSIONAL SUMMARY

Director of Marketing Technology (MarTech) and certified PMP® with 16+ years bridging the gap between Marketing, IT, and Operations to build scalable, high-converting revenue engines. Consistently ahead of the enterprise technology curve—scaling Microsoft Power Platform systems in 2019, deploying Salesforce Service Cloud Einstein in 2023, and orchestrating autonomous Agentforce architectures today. Aligns multi-unit customer acquisition with robust back-end CRM infrastructure, relational database schemas, and strict governance to eliminate operational waste and drive predictable P&L growth.

CORE COMPETENCIES & MARTECH DOMAINS

MarTech Stack Architecture: Enterprise CRM orchestration, marketing automation (HubSpot, Marketo, Klaviyo), API data schemas, multi-platform tool integration.

Data Infrastructure & CDP: Salesforce Data Cloud (CDP), MuleSoft middleware, SQL querying, Supabase (PostgreSQL), GA4, Tableau & Power BI.

CRM & Lifecycle Automation: Salesforce (Agentforce, Flows, Invocable Apex Actions), Microsoft Power Platform, automated multi-touch customer journeys, CRO.

Cross-Functional Governance: Certified PMP® risk governance, Value Stream Management (VSM), customer data privacy (CCPA/GDPR compliance, CAN-SPAM, PII protection), Agile/RAD alignment.

PROFESSIONAL EXPERIENCE

UpSkillU / Independent Systems Advisory • **Principal Advisor & Systems Architect** — **Yorba Linda, CA | 2024 – Present**

- **Production AI & Agentic Architecture:** Architected and deployed an end-to-end AI readiness diagnostic application and automated executive blueprint engine leveraging Salesforce Agentforce, Supabase (PostgreSQL), and modern LLM orchestration.
- **Enterprise Operations & Scale (EDA Worldwide Soccer):** Spearheaded digital operations driving a **33% expansion in club capacity** (12 to 16 competitive teams, 250+ active athletes), architecting automated CRM workflows and Asana pipelines to streamline onboarding across 500+ stakeholders.
- **Digital Capital Campaigns & Donor Automation:** Architected automated email nurture sequences, landing page conversion funnels, and CRM segmentation workflows to fund athletic scholarships and institutional expansion.

JustFoodForDogs • **Commercial Lead – CRM, Product & AI Systems (Custom Line)** — **Tustin, CA | 2022 – 2024**

- **Enterprise AI Transformation & Team Leadership:** Recruited to architect and execute the AI-driven customer service modernization roadmap, directing a cross-functional delivery team of 15 across product, engineering, and CRM operations. Adopted Salesforce Service Cloud Einstein to deploy the **In Console Guide (ICG)**, achieving production launch within 4 months under strict Human-In-The-Loop (HIL) governance.
- **Measurable Business Impact:** Accelerated customer acquisition by **57%** and drove **14.3% higher conversion rates**. Slashed consultation times by **51%** and lifted agent QA performance by **34%** through automated context-preloading and agent augmentation.
- **Operational Stabilization & Hand-off:** Built cross-functional alignment across IT, marketing, and customer support; established rigorous A/B testing frameworks, SLA benchmarks, and performance telemetry, successfully stabilizing the platform for ongoing operational ownership.

PROFESSIONAL EXPERIENCE (CONTINUED)

VCA Animal Hospitals (Mars Petcare) • **CRM Product/Project & Growth Marketing Manager (Promoted to Lead Enterprise MarTech Programs)** — **Los Angeles, CA | 2016 – 2022**

- **Ecosystem Architecture & Capital Efficiency:** Designed the **Local Marketing Digital Playbook (LMDP)** on Microsoft Power Platform to centralize and automate marketing technology across **850+ hospitals**—insourcing landing page creation to eliminate external agency fees (~$5K/page benchmark), **saving $250K in the initial 50-hospital cohort with $2M+ in projected cost avoidance across the full network** while accelerating time-to-market.
- **Growth Marketing & Revenue Scale:** Achieved a **43.69% growth in total visits** and a **41% revenue increase** across all locations. Architected an automated local acquisition engine in an initial 50-hospital pilot cohort that generated **12,000 new clients and $2 million in first-invoice revenue** ($40K/location) prior to nationwide rollout.
- **Capital Governance & ROI Intelligence:** Governed multi-million-dollar annual media allocations and SaaS vendor performance; built dynamic Power BI / Tableau KPI intelligence dashboards to track objective ROI and present executive performance insights.

IntegrateME LLC • **Founder / Marketing Technology Consultant** — **Anaheim, CA | 2009 – 2016**

- **Foundational MarTech & CRM Architecture:** Advised mid-market and growing businesses on customer acquisition infrastructure—evaluating MarTech stacks, architecting custom CRM lead pipelines, and deploying automated email lifecycle nurture sequences.
- **Scalable Digital Distribution:** Architected hyper-local multi-hub content and acquisition systems spanning 8 regional markets, driving automated workflows and continuous expansion that **doubled web traffic every 6 months** over an 18-month lifecycle.

CERTIFICATIONS & PROFESSIONAL CREDENTIALS

Project Management Professional (PMP)®: Project Management Institute (PMI)

Citizen Developer Foundation Certified: Project Management Institute (PMI)

Salesforce Certified AI Specialist: Accredited Salesforce AI & Agentforce Credential (2025)

Value Stream Management (VSM) Certified: Project Management Institute (PMI)

PLATFORMS, TOOLS & TECHNICAL ECOSYSTEM

AI & Agentic Systems: Antigravity, Cursor, Claude (Sonnet/Opus), Gemini Flash, OpenAI, Multi-Agent Architectures

Languages & Development: JavaScript, HTML5/CSS3, SQL, Python, REST APIs, JSON Data Schemas

UI/UX & Creative Design: Figma, Adobe Creative Cloud (Photoshop, Illustrator), DaVinci Resolve (Video Editing), Canva, Miro

CRM & Low-Code Platforms: Salesforce (Agentforce, Flows, Invocable Apex Actions), Microsoft Power Platform, HubSpot

Data, Cloud & Analytics: Salesforce Data Cloud, MuleSoft, Supabase (PostgreSQL), SQL, Power BI, Tableau, GA4

Marketing Automation & Ops: Klaviyo, Mailchimp, Marketo, Optimizely, Jira, Asana, PMP Governance, VSM

EDUCATION

Daemen University • Bachelor of Science (B.S.), Biology (Minor: Chemistry) • Amherst, NY