Kris McCabe

Award DM, Advanced RITTech, MBCS

Architect | Technical Account Management | Customer Success

Data resilience and AI | Salesforce and multi-cloud solutions

Email: kris@krismccabe.com **Website:** https://krismccabe.com **LinkedIn:** https://www.linkedin.com/in/krismccabe
Location: Reading, UK (working internationally)

PROFESSIONAL SUMMARY

Architect and Technical Account Manager with 15+ years in Salesforce architecture, customer success and data resilience, working with enterprise customers around the world. Holds 25 professional certifications and has six years of incident management experience as a trained incident commander. Co-creator of the DR3™ recovery readiness methodology, used by 150+ organisations, and named inventor on a US patent application for dynamic recovery-time prediction. Builds agentic AI on Salesforce and uses Claude, Claude Code, ChatGPT and Gemini daily to ship real solutions. Multi-award-winning, with expert knowledge of GDPR, CCPA, DORA and the EU AI Act.

CORE SKILLS

Data resilience and recovery: DR3, disaster recovery planning, backup and restore, RTO and RPO, NIST CSF 2.0, incident response, incident command, blameless after-action reviews, incident communications, runbooks and recovery operations plans, business continuity.

Architecture and integration: Salesforce multi-cloud architecture, NetSuite, AWS, Azure, Google Cloud, REST and SOAP APIs, ETL, Jitterbit, MuleSoft.

AI and data: agentic AI, Agentforce, Data Cloud (Data 360), generative AI, prompt engineering, LLM selection, predictive modelling, machine learning, Claude Code.

Cyber security and threat intelligence: cyber threat intelligence analysis, ISC2 Certified in Cybersecurity, AI security assessment.

Regulation and compliance: GDPR, CCPA, DORA, EU AI Act, HIPAA, GxP, PCI DSS.

Customer success: technical account management, customer success, escalation management, executive stakeholder management, enablement, training and mentoring.

PROFESSIONAL EXPERIENCE

Senior Success Architect

08/2026 - present

Salesforce | Trusted Services | London / remote

- Promoted in August 2026 to Senior Success Architect, a leadership-level individual contributor role at Salesforce, equivalent to Senior People Manager and Principal level, advising enterprise customers around the world on data resilience, architecture and AI.
- Most senior point of escalation for other individual contributors in my domains, and subject matter expert (SME) for the Salesforce incident command centre.
- Trained incident commander on a regular incident duty roster at Salesforce; lead blameless after-action reviews and can run incident communications when assigned.
- Work with senior stakeholders on solution design, governance, risk and roadmap planning.
- Mentor and coach Success Architects and helped integrate the Technical Account Management team into Salesforce.
- Run enablement plans, workshops and best-practice reviews to drive adoption, and lead technical discussions on multi-cloud integration.
- Designed and built the DR3 assessment app on Salesforce: reports in days instead of two weeks, and 50-60% more capacity for DR3 engagements.

Success Architect

02/2025 - 08/2026

Salesforce | Trusted Services | London / remote

- Joined when Salesforce acquired Own Company for $1.9 billion, advising enterprise customers on data resilience and recovery readiness.

Principal Technical Account Manager 10/2020 - 01/2025

Own Company | London / remote

- Founding member of the Technical Account Management service; grew the team from 2 to 26 TAMs worldwide and built its training and certification programme.
- Co-created DR3™ and the patent-pending DDRTP recovery-time algorithm; designed bespoke data recovery plans for global enterprises.
- Led a HIPAA/GxP data migration under legal hold for a global pharmaceutical client: $4M saved and $450M in regulatory fines mitigated.
- Designed an AWS Organisation for the team, ending personal AWS accounts; rewrote a Splunk integration, cutting support cases by about 35%.
- Trained incident commander on a regular incident duty roster; led blameless after-action reviews and built incident management plans, runbooks and recovery operations plans for specific systems.
- Supported pre-sales and helped win deals with global pharma, retail, automotive, financial services, insurance, government and energy and utilities organisations.
- Led global requirement discoveries and managed critical escalations; helped grow the TAM portfolio to 150+ customers and $29M+ ARR.

Lead Technical Consultant 07/2017 - 10/2020

CloudApps | Winnersh, UK

- Led discovery, solution design and delivery for SuMo and Salesforce, from workflows and automation to Apex and Lightning Web Components.
- Helped develop SuMo, which grew into an AI-powered product on AWS using machine learning to predict behavioural trends.
- Built a Zendesk portal and knowledge base (support queries down 74%) and a KPI dashboard for a global investment firm.
- Secured renewals, ran quarterly business reviews, and provided pre- and post-sales technical support.

Lead Application Architect (Salesforce and NetSuite) 06/2016 - 07/2017

IRIS Software Group | Datchet, UK

- Senior technical stakeholder on a £2 million programme consolidating 50 CRM and ERP systems onto one Salesforce and NetSuite platform, supporting 1,500 users globally.
- Led a 1TB Salesforce org migration in one month, avoiding a two-year renewal.
- Built a NetSuite, Avaya and WorldPay integration that pauses call recordings automatically for PCI DSS compliance, and real-time TPS/CTPS/EPS consent checks across Salesforce and NetSuite.
- Resident expert in JavaScript, Apex, SuiteScript 1.0/2.0, C#, Iron Python, HTML, CSS and PHP; custom REST and SOAP APIs via Jitterbit Harmony, Dell Boomi and MuvData.

Salesforce Administrator 01/2015 - 06/2016

Opsview | Reading, UK

- Technical owner of business-critical applications including Salesforce, Salesfusion, Intacct and Marketo, with backup support for the Gemalto EMS licensing system.
- Designed declarative automations and complex ETL for importing and exporting data across the application landscape.
- Appointed Data Protection Officer for the UK and US entities, covering GDPR and CCPA.

Group Data Manager and Salesforce Administrator 03/2010 - 01/2015

BCS, The Chartered Institute for IT | Swindon, UK

- Built and maintained a data management plan across Sales and Marketing sources, delivering customer insight for strategic decisions.
- Designed CRM enhancements and oversaw full implementation lifecycles under change control and governance, on both new and mature systems.
- Salesforce Platform Owner and Data Protection Officer.

EDUCATION AND PROFESSIONAL MEMBERSHIPS

Drucker School MBA Essentials for Salesforce, Claremont Graduate University 05/2017

BCS, The Chartered Institute for IT: MBCS, Advanced RITTech, Foundation Certificate in Agile Project Management (ISEB) 09/2013 - present

IDM Data Management Award (Award DM), Institute of Digital Marketing 2013

The John Bramston College and School: AVCE Business (Double Award), A-Level D&T, AS-Level ICT, 10 GCSEs 1998 - 2008

CERTIFICATIONS (25)

Salesforce (12): Application Architect; Platform Sharing and Visibility Architect; Platform Data Architect; Platform Developer; Platform App Builder; Platform Administrator; Platform Administrator II; Data 360 Consultant (Data Cloud); Agentforce Sales Consultant; Agentforce Service Consultant; Marketing Cloud Account Engagement Specialist; Agentforce Specialist.

Other vendors (13): ArcX Cyber Security Threat Intelligence Analyst (11/2025); ISC2 Certified in Cybersecurity (CC); AWS Certified Cloud Practitioner; Microsoft Azure Fundamentals; Microsoft Power Platform Fundamentals; Microsoft Dynamics 365 Fundamentals (CRM); Google Cloud Digital Leader; ServiceNow Certified System Administrator; PagerDuty Incident Responder; PagerDuty Incident Commander; DocuSign eSignature Administration Specialist; DocuSign eSignature for Salesforce Specialist; Zendesk Support Administrator Expert I.

Trailhead: 52 superbadges, 230 trails, All Star Ranger, Agentblazer Legend 2025 and 2026.

SFIA SKILLS FRAMEWORK COMPETENCIES

SFIA (Skills Framework for the Information Age) rates skills from level 1 to 7. Levels are drawn from my project work; evidence at https://krismccabe.com/about

7 **SFIA Level 7** – Set strategy, inspire and mobilise
Information security (SCTY); Continuity management (COPL)

6 **SFIA Level 6** – Initiate and influence
Solution architecture (ARCH); Consultancy (CNSL); Information governance (IRMG); Client service management (CSMG); Technical advice (TECH); Service level management (SLMO); Relationship management (RLMT)

5 **SFIA Level 5** – Ensure and advise
Data management (DATM); Business process improvement (BPRE); Systems integration (SINT); Testing (TEST); Requirements definition (REQM); Change implementation (CIPM); Software development (PROG); Systems design (DESN); IT infrastructure (ITOP); Business risk management (BURM); Analytics (INAN); IT governance (GOVN); Knowledge management (KNOW); Business analysis (BUAN); Information assurance (INAS)

4 **SFIA Level 4** – Enable
Data analysis (DTAN); Technical documentation (DOCU); Application support (ASUP); Integration and build (INBU)

AI EXPERIENCE

- Daily user of Claude, Claude Code, ChatGPT and Gemini to build solutions and apps that deliver business value, with a practised sense of which model fits which job.
- Built agentic AI solutions on Salesforce; certified Agentforce Specialist and Data 360 Consultant; Agentforce superbadges in Apex, Flow and Prompt Builder; advanced prompt engineering and deep LLM knowledge.
- Designed and built eight free tools with Claude Code, including AI-SHIELD (AI security and trust maturity) and Flare (AI stack vulnerability checker): https://lab.krismccabe.com

Portfolio and detailed case studies (DR3, DDRTP, HIPAA/GxP migration, TAM service and more): https://krismccabe.com/portfolio

TECHNICAL SKILLS

CRM and ERP: Salesforce, NetSuite, Marketo, Pardot, HubSpot, Intacct, Certinia, Sage, Callidus Cloud CPQ, Zendesk, ServiceNow, Veeva CRM, nCino.

AI and code: Claude, Claude Code, ChatGPT, Gemini, Agentforce; JavaScript, Apex, Lightning Web Components, Python, SuiteScript, C#.

Integrations and ETL: Jitterbit, MuvData, Dell Boomi, Talend, MuleSoft, custom REST and SOAP APIs.

Monitoring, SIEM and analytics: AWS CloudWatch, Splunk, PagerDuty, Jira, Power BI, Tableau, Salesforce Shield and other SIEM tooling.

AWARDS

Values Award, Own Company (H1 2024) | TAM of the Year, Own Company (2022) | Above and Beyond Award, Own Company (H1 2021) | Innovative Enterprise Product of the Year, part of the team at CloudApps (National Technology Awards 2018)

VOLUNTEERING, WRITING AND REFERENCES

- **Scouts, 18 years:** led and managed Scout groups and teams up to District level, including running the 103 Oxford Road Scout Group (200+ young people, 40-50 volunteers).
- **Writing:** The Recovery Architect's Notebook on Substack. **References:** available on request; recommendations are on my LinkedIn profile.