

Kris McCabe

Principal Technical Leader · Senior Success Architect, Salesforce EMEA & APAC

Reading, UK · [linkedin.com/in/krismccabe](https://www.linkedin.com/in/krismccabe) · krismccabe.com · therecoveryarchnotebook.substack.com

Principal Technical Leader with 15+ years designing enterprise Salesforce solutions across EMEA and APAC — currently Senior Success Architect within Salesforce's Trusted Services team. Specialises in data resilience, AI architecture, and building technical teams that last. Creator of the DR3™ data recovery methodology and named inventor on a pending US patent for dynamic data recovery time prediction.

Professional Experience

Senior Success Architect — EMEA & APAC

Salesforce

Aug 2026 – Present · London, UK

Promoted in recognition of stepping into a more strategic Individual Contributor capacity within the Trusted Services team — continuing as technical advisor to enterprise customers at C-suite and engineering level across Salesforce's multi-cloud portfolio.

Success Architect — EMEA & APAC

Salesforce

Feb 2025 – Jul 2026 · London, UK

Technical advisor to enterprise customers at C-suite and engineering level across Agentforce, Data Cloud, and AI-powered solutions. Part of the Trusted Services team following the \$1.9B acquisition of Own Company.

Principal Technical Account Manager

Own Company (acquired by Salesforce for \$1.9B)

Oct 2020 – Jan 2025 · London, UK

Co-founding member of the TAM function. Co-developed the DDRTP algorithm (pending US patent), co-created the DR3™ methodology, architected the AWS Organisation, and led a HIPAA/GxP POC delivering \$4M in cost savings and \$450M in mitigated regulatory risk.

Lead Technical Consultant

CloudApps

Jul 2017 – Oct 2020 · Winnersh, UK

Led technical discovery, solution architecture, and implementation for SuMo — a Salesforce managed package evolved into an AI/ML-powered product on AWS predicting behavioural trends from enterprise datasets.

Lead Application Architect

IRIS Software Group

Jun 2016 – Jul 2017 · Datchet, UK

Senior technical stakeholder on a £2M transformation consolidating 50 CRM/ERP systems across Salesforce and NetSuite. Architected real-time PCI DSS-compliant integrations using Jitterbit Harmony middleware.

Salesforce Administrator

Opsview

Jan 2015 – Jun 2016 · Reading, UK

Designed and implemented automations and ETL processes across Salesforce, Marketo, and Intacct. Appointed Data Protection Officer for UK and US entities.

Key Achievements

- Co-created the **DR3™** data recovery readiness methodology — adopted globally by 150+ organisations, with 26 TAMs trained as certified Practitioners.
- Named inventor on a pending US patent for the **DDRTP** (Dynamic Data Recovery Time Prediction) algorithm.

- Co-founded two Technical Account Management functions from scratch, scaling one to **\$29M ARR** and growing the global team from 2 to 23 across multiple geo-regions.
- Led a HIPAA/GxP-compliant data migration for a global pharmaceutical client, delivering **\$4M** in cost savings and mitigating **\$450M** in regulatory risk.
- Senior technical stakeholder on a **£2M** CRM/ERP consolidation programme spanning 50 systems.

Certifications

31 total certifications · 13 Salesforce · 1,500+ Trailhead badges · 40+ Superbadges

Salesforce

Application Architect · Platform Data Architect · Platform Sharing & Visibility Architect · Platform Administrator I & II · Platform App Builder · Platform Developer I · Force.com Developer · Sales Cloud Consultant · Service Cloud Consultant · Marketing Cloud Account Engagement Specialist · Data 360 Consultant · Agentforce Specialist

Cloud Platforms

AWS Certified Cloud Practitioner · Google Cloud Digital Leader · Microsoft Azure Fundamentals · Power Platform Fundamentals · Dynamics 365 CRM Fundamentals

Security

ISC2 Certified in Cybersecurity · arcX Threat Intelligence Analyst · PagerDuty Incident Responder

Platforms & Integration

ServiceNow Certified System Administrator · Zendesk Support Administrator Expert · DocuSign eSignature (Salesforce & Administration) · Jitterbit Foundations

Professional & Academic

RITTech Advanced (BCS) · BCS Foundation Certificate in Agile · Drucker School MBA Essentials · IDM Award in Data Management · Professional Member of BCS (MBCS)

Technical Skills

Languages

Python · JavaScript · React · Apex · SuiteScript · C# · PHP

Cloud Infrastructure

AWS (S3, RDS, KMS, IAM, CloudTrail, CloudWatch) · Azure · Google Cloud

Platforms

Salesforce · ServiceNow · NetSuite · Veeva · DocuSign · Microsoft Dynamics 365

Integration

REST & SOAP APIs · Jitterbit · MuleSoft · Dell Boomi

AI & Data

Agentforce · Generative AI adoption · Predictive modelling · Salesforce Data Cloud

Volunteer Leadership

18 years in progressive volunteer leadership with Scouts — currently leading a 14–24 District team and running the 103 Oxford Road Scout Group, with responsibility for 200+ young people and 40–50 volunteers.