



Learn. Network. Grow.

**MParDreamin' 2022**

# Seasons of Change: Trends, Tips, And Tricks To Start And Thrive In The Salesforce Ecosystem





## Goal of Panel

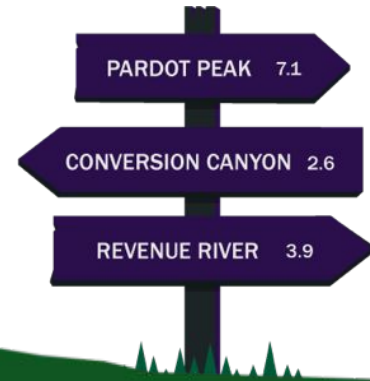
Learn how our panel of trailblazers began their journey with the Salesforce ecosystem. In this session, we will also explore opportunities for professional development, staying balanced in your new role, certifications, and much more.

# Host



## Vicki Moritz-Henry

Architect at SAMA Consulting and  
Salesforce Certified Instructor



# Panelists



**Renee Davis**

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Consultant  
Deloitte



**Erick Mahle**

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Co-Founder  
Ohanaly



**Kate Perez**

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Executive Director  
and Co-Founder  
Merivis



**Joanna Rotter**

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Director of Delivery  
Sercante





# Introductions

*Name, Company, Role*

*What is one thing you love  
about your role?*

- OR -

*What is one thing that is  
challenging about your role?*

# Question 1



How did you get into the Salesforce ecosystem?

## Question 2



*According to a study by IDC and Salesforce, the Salesforce economy will create 9.3 million jobs and \$1.6 trillion in new business revenues by 2026. That's a lot of opportunity!*

What is the best tip you would like to share with our Trailblazers about how to best prepare while trying to get into the Salesforce ecosystem?



## Question 3



Are there any special programs or resources that helped you break into the ecosystem?

# Question 4



*According to Bloomberg, in 2022, we had 20 million Americans quit their jobs. We can assume some of these could be in the Salesforce ecosystem or in an adjacent industry. While job hunting has always been hard, starting a new role can also be equally challenging.*

What are two things you would advise someone does within their first 60 days when starting out in a new role?

# Question 5



*In the last 12 months, many new Salesforce certifications have entered the ecosystem. Many people transitioning into tech and specifically Salesforce are now looking at certifications like Business Analyst and Associate for example.*

What is your opinion on certifications? Would you say that they are beneficial?

- OR -

Is there a specific area of study you would recommend people start with instead?

## Question 6



As a hiring manager, co-worker or mentor, what is one trait that you see in people that you appreciate when you work with them?



# Live Q&A





# Coming Up Next...



Building Dynamic B2B  
Customer Journeys  
Within MCAE (Pardot)

**1:00 PM EST**

Getting Started  
With Lead Routing  
in MCAE (Pardot)

**1:00 PM EST**

Going Beyond  
B2BMA: Use CRM  
Analytics to Create  
Custom Dashboards

**1:00 PM EST**

PARDOT PEAK 7.1

CONVERSION CANYON 2.6

REVENUE RIVER 3.9



# Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!