

DYLAN RIBB

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SUMMARY

Principal-level Salesforce and enterprise systems engineer with a decade-plus of experience architecting large-scale Salesforce orgs across Sales Cloud, Service Cloud, CPQ/Billing, and Experience Cloud, and their integrations with ERP, marketing automation, and data platforms. Brings engineering range beyond the Salesforce platform itself, including TypeScript microservices, event-driven architecture, and Python (Django) services, alongside a background spanning individual technical leadership, platform architecture, and engineering management across Smarsh, Sprout Social, and DAT Freight & Analytics.

TECHNICAL SKILLS

Salesforce Platform: Apex, Lightning Web Components, Visualforce, SOQL/SOSL, Flow, CPQ & Billing (Revenue Cloud), Experience Cloud, Salesforce DX

Integration & Middleware: MuleSoft, REST/SOAP APIs, Platform Events

DevOps / CI/CD: GitHub Actions, Concourse CI, Docker, Salesforce DX release pipelines

Other: AWS (Lambda, ECS, CodePipeline, CodeBuild, Fargate), NetSuite, Golang, Python (Django), Ruby, JavaScript/TypeScript, Vue.js

EXPERIENCE

Smarsh — *Portland, OR (Remote)*

Principal Software Engineer, Enterprise Applications | 06/2026 – Present

- Own Salesforce architecture, platform health, and security posture across Sales Cloud, Service Cloud, CPQ/Billing, and Experience Cloud for an org supporting ~750 internal users and ~50,000 Experience Cloud users, including integrations with ERP, marketing automation, and data warehouse systems
- Setting Apex/LWC development standards, code review practices, and CI/CD pipeline requirements to bring release velocity and platform reliability in line with enterprise scalability and security requirements
- Designing and building customizations across Apex, Lightning Web Components, and integration middleware for a rapidly evolving Salesforce footprint

DAT Freight & Analytics — *Beaverton, OR (Remote)*

Staff Software Engineer, Enterprise Platform | 07/2025 – 06/2026

- Built a shared Apex/LWC component library and unlocked package strategy adopted across 5 domain teams, reducing duplicate implementation and enforcing consistent CPQ configuration patterns
- Redesigned CI/CD pipelines using Salesforce DX and GitHub Actions with automated testing, cutting deployment friction and reducing release-related defects
- Established architecture review and solution design process for Apex, LWC, Flow, and CPQ work, closing gaps between ad hoc implementations and governed, reusable patterns
- Mentored engineers across teams on Salesforce architecture, CPQ configuration, and platform standards
- Designed and built TypeScript-based microservices using event-driven architecture patterns to extend platform capabilities beyond native Salesforce, broadening the team's toolkit outside the core CRM stack

Sprout Social — *Chicago, IL (Remote)*

Staff Salesforce Engineer | 09/2023 – 07/2025

- Owned enterprise architecture for Sprout's Salesforce org through a period of rapid company growth, redesigning core data models to maintain integrity and accessibility across Sales, Data Science, and Engineering
- Served as subject-matter expert for CPQ and Billing (Revenue Cloud), scaling quote-to-cash processes to keep pace with expanding product lines and deal complexity
- Built Python (Django) services to extend Salesforce data and process workflows into systems outside the core CRM, integrating with Data Science and Engineering pipelines

Manager, Salesforce Engineering | 06/2022 – 09/2023

- Managed a team of 4 Salesforce engineers and administrators while continuing to perform Staff-level Apex and JavaScript development, balancing people leadership with hands-on technical ownership
- Partnered with business stakeholders to architect solutions spanning Sales Cloud, Service Cloud, and CPQ/Billing, including integrations with Recurly and NetSuite

Smarsh — *Portland, OR (Remote)*

Manager, Business Systems Engineering | 02/2022 – 06/2022

- Managed the Business Systems Engineering team within MIS, serving as technical lead and architect for the company's Salesforce CPQ and Billing rollout and its MuleSoft integration to NetSuite OneWorld ERP

Business Systems Engineering Lead | 12/2020 – 02/2022

- Architected and maintained integrations between cloud and on-premise systems using MuleSoft and custom-built solutions to support company-wide business systems

Senior Salesforce Developer | 03/2019 – 12/2020

- Built the company's CI/CD pipeline for Salesforce (Concourse CI, Docker, Salesforce DX) and defined the development, code review, and release processes still shaping the team's workflow
- Delivered integrations between the Salesforce org and external systems including AWS services, Zuora, and Confluence Server

EARLIER CAREER

Senior Software Engineer, Fiduciary Benchmarks, Lake Oswego, OR — 08/2018 – 03/2019

Salesforce Developer, Smarsh, Portland, OR — 04/2017 – 08/2018

Associate Developer, Schrödinger, Portland, OR — 11/2016 – 04/2017

NetSuite Developer, Head In the Cloud, Bend, OR (Remote) — 08/2016 – 11/2016

Manager, Information Systems & Technology, Hydro Flask, Bend, OR — 06/2015 – 08/2016

Systems Analyst, Hydro Flask, Bend, OR — 11/2014 – 06/2015

IT Support & Systems Analyst, Lightspeed Technologies, Tualatin, OR — 09/2013 – 11/2014

EDUCATION & CERTIFICATIONS

Bachelor of Science in Philosophy, Portland State University (Graduated with Honors)

Associate of Arts in Liberal Studies; Certificate in Electronic Media & Communications, College of the Siskiyous (Graduated with Honors)

Salesforce Certified System Architect • Salesforce Certified Application Architect • Salesforce Certified Platform Developer II • Salesforce Certified AI Associate • NetSuite Certified ERP Consultant