

Ravi Benedetti

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Chief Architect, Transformation Leader

An innovative **enterprise transformation leader**, with a record of **selling and delivering** multiple \$100M+ programs at large enterprises. Known for leading customers through strategy, business case, and north star architecture discussions to help frame and sell large enterprise-level transformations, and then leading teams through complex planning and analysis to develop a unified target architecture, guide proofs of concept to full scale implementation, align operations with strategic KPIs, and maximize the reliability and scalability of the final solution.

Career Highlights:

- Delivered transformation programs for several US Telcos, managing \$100-200M budgets and teams of 200-300
- Built an order management stack with a team of 150, handling 500M+ transactions and saving \$50M annually
- Secured \$40M in VC funding for a B2B eCommerce startup, leading to a successful IPO on NASDAQ
- Led a team of 50+ through a B2B platform productization, generating \$6.5M in sales within 1 month of launch
- Managed a consultant team in a \$3.5M/year project to deploy a \$25M/month OpenSource eCommerce platform

Key Skills:

Executive Management | Business-Technology Strategy | Solution Selling | Team Leadership | Enterprise Architecture | AI/ML | Big Data | Digital Transformation | Cloud Computing | Organizational Change | Large Program Management

Professional Experience

Salesforce.com

Aug 2011 – Present

Senior Director, Industry Strategy and Architecture

Jan 2017 – Present

- Engage with C-level executives at enterprise customers to drive digital transformation from vision to value.
- Drive the transition to Data 360, Agentforce, and Agentic Architectures (MCP, A2A) through the consistent application of AI accelerators during planning, design, and iterative delivery.
- Drive the solution selling motion during the pre-sales and sales cycles to help close deals for both products and professional services, and then ensure proper program inception and team onboarding to deliver the solution.
- Define the target state vision, reference architecture, and integrated program plan. Rationalize target architecture through end-to-end design and prototyping. Scale up program teams for execution. Maintain architectural integrity during build and establish suitable observability, reliability, and scalability in the final solution.
- Delivered a 3-year, \$200M+ B2B quote to order plus care transformation and a 2-year, \$100M+ B2B prospect to order plus care transformation at two major US Telcos over the past 5 years.

Senior Director, Industry Architecture and Go-To-Market Support

May 2015 – Jan 2017

- Positioned Salesforce as the CRM platform of choice within the Communications and Media industry. Created and maintained a reference architecture to position Salesforce within the enterprise architecture. Engaged with top-tier customers during pre-sales discussions and the full lifecycle of large deals. Collaborated with customers during large program onboarding to ensure consistency between pre-sales, sales, and actual implementation.
- Helped close several \$25-50M license plus services deals with top-tier Communications Service Providers

Senior Director, Portfolio Lead, Communications and Media Industry

Aug 2011 – May 2015

- Led a team of customer success directors, technical account managers, and architects for the largest, most strategic communications and media customers within the Northeast region. Oversaw new customer onboarding, program planning, implementation oversight, post-implementation business value realization, and account rescue, including assessments, workshops, recommendations, and ongoing executive support.
- Responsible for growing the portfolio of accounts to \$100M+ through successful onboarding and retention

Senior Director, Comcast Enterprise Technology

- Owner of the enterprise order management platform. Led an integrated team of 100+ architects, system/database administrators, application developers, quality assurance testers, and operations personnel to build a shared, enterprise order management stack across two data centers. Oversaw the construction of 12 different order management applications, processing over 500 million transactions with a savings of \$50 million per year.

Prior Experience**Senior Director, Data Architecture and Engineering** | Cisco

- Responsible for data architecture and engineering for the Data, Insights, and Growth group within the Customer Experience organization. Managed the full supply chain of data using AWS, GCP and other modern data platforms to drive front-end analytics and visualizations, and the data pipeline into front-end AI/ML models and APIs.

Director, Lending Solutions | ILOG, Inc.

- Created a practice framework that spanned sales, marketing, account management, engagement management, and technical and delivery best practices. Managed all financial vertical consultants in the US and Canada. Led the sales and professional services teams across the full life cycle of engagements with major financial services firms.

AVP, Business Segment Partner | Radian Guaranty, Inc

- Led an integrated 30 member team responsible for the delivery of technology solutions and services to the credit risk management and capital markets groups within a \$1.5B credit enhancement company.

Management Consultant | Double Angle, LLC

- Specializing in the alignment of business and technology strategy through IT governance, portfolio management, reference architecture development, and agile program and project management practices.

Vice President of Business Development | eMoney Advisor, Inc.

- Captured \$4 million in strategic investment and an additional \$2 million contract by creating and implementing an enterprise pilot program for a major insurance and financial services company using the eMoney platform.

Senior Director of Technology | VerticalNet, Inc

- Led product management, development and productization efforts for a B2B platform running 50+ eCommerce sites. Supported growth from 10 to 1,200 staff, leading to a successful IPO on NASDAQ.

Co-Founder | Digital Habitat, LLC

- Drove sales, marketing, and engagement management to grow a technology consulting startup to \$750K 1st-year revenue. Supported a diverse client base, including VC/startups and a 1st of its kind city database for Philadelphia.

Senior Software Engineer | The Boeing Company

- Developed 1st-of-its-kind requirements analysis and management system for V22 Osprey and RAH Comanche programs. Generated a \$6 million return on a \$500 thousand investment in a CAD/CAM automation program.

Education and Certifications

Master of Business Administration, Executive Program / LeBow College of Business, Drexel University (4.0 GPA)

Bachelor of Science, Computer Science (Mathematics Minor) / Temple University (3.64 GPA)

Member, Beta Gamma Sigma / National Honor Society

Completed Green and Black Belt Lean Six Sigma Training / Lockheed Martin

Completed Lean Six Sigma Refresher Course / Drexel University

Certified SAFe 5 Agilist

[Salesforce Certifications](#)