

DEDRIC BROWN

Senior Product Manager | Salesforce CRM and GTM Systems Leader | Revenue Operations | Agentforce and AI Automation

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SUMMARY

Senior product and platform leader with 8+ years owning product vision, strategy, roadmaps, and end-to-end delivery for enterprise Salesforce CRM, go-to-market systems, revenue operations, identity, healthcare, and AI automation. Partners with executives and cross-functional leaders across Sales, Marketing, Customer Success, Finance, Engineering, IT, Clinical Operations, and Compliance to translate business requirements into scalable platforms, integrations, workflow automation, and measurable business outcomes. Leadership scope includes a Sales Cloud portfolio supporting \$150M+ in annual pipeline, a \$1.8M automation program, a zero-downtime migration of 2M+ CRM records, and an SSO and MFA rollout serving 8,000+ users. Brings a people-centered management style grounded in stakeholder alignment, team coaching, data-driven prioritization, change management, release governance, and responsible deployment of Agentforce and Einstein solutions.

CORE SKILLS

Salesforce CRM and Enterprise Platforms: Sales Cloud, Service Cloud, Health Cloud, Marketing Cloud, OmniStudio / Vlocity, Agentforce, Einstein, Flow Builder, workflow automation, CRM architecture, external IDs, master data management, data governance, deduplication, Salesforce-to-NetSuite ERP integration, APIs and systems integration

Agentic AI and Automation: Agentforce solution design, Einstein predictive models, generative AI, large language models (LLMs), agentic workflows, prompt design, Anthropic Claude API, AI readiness assessment, process mapping, solution blueprints, human-in-the-loop controls, AI governance and responsible AI

Product Leadership: Product vision and strategy, portfolio management, product roadmap ownership, business case development, product lifecycle management, discovery, requirements gathering, stakeholder management, executive communication, cross-functional leadership, user research, backlog prioritization, user stories, acceptance criteria, sprint planning, release management, UAT, change management, adoption and enablement, Agile / Scrum, SAFe PI planning

GTM, RevOps and Analytics: Go-to-market technology stack, Sales Operations, Revenue Operations, lead-to-opportunity, opportunity-to-order, order-to-cash, pipeline management, forecasting, marketing automation, customer lifecycle, renewals and retention, KPI definition, product analytics, dashboarding, data modeling, data quality, reconciliation and revenue recognition

Security, Healthcare and Compliance: Identity and access management (IAM), single sign-on (SSO), multi-factor authentication (MFA), HIPAA, audit readiness, regulated environments, managed care, specialty pharmacy, prior authorization, benefits investigation, provider and member data

PROFESSIONAL EXPERIENCE

Senior Salesforce Product Manager | Jan 2026 – Present

Centene Corporation | Atlanta, GA

Fortune 500 managed care organization serving 27.6M members. Owns the Salesforce Health Cloud roadmap for specialty pharmacy and managed care in partnership with IT, Clinical Operations, and Compliance.

- Lead product discovery and future-state process design for modernization of a 10-year-old call-logging environment into an operational Salesforce CRM, defining lead-to-opportunity workflows, stage-exit criteria, product requirements, and forecasting dashboards for member and referral volume.
- Own the AI product roadmap for prior authorization, benefits investigation, and referral-to-therapy workflows; apply process mapping, data-readiness, governance, and human-in-the-loop criteria to Agentforce and Einstein use cases, preventing two workflows with unresolved source-data issues from entering production.
- Built the governance backbone that roadmap depends on: standardized provider and member data models, plus National Provider Identifier (NPI)-keyed external IDs reconciling ScriptMed (Inovalon), Centene prescriber, and Symphony Health into one provider identity.
- Lead portfolio intake, stakeholder alignment, and roadmap prioritization across IT, Clinical Operations, and Compliance; translate business and regulatory needs into requirements, acceptance criteria, release plans, and audit-ready controls for HIPAA-regulated workflows.

Product Manager, GTM Business Systems | Apr 2023 – Jan 2026

Cloudflare | Atlanta, GA

\$2.17B FY2025 revenue, roughly 332K paying customers. Owned the Sales Cloud roadmap supporting \$150M+ in annual pipeline and directed a developer team on a SAFe Program Increment (PI) cadence.

- Reduced reporting time-to-insight 40% for Finance and Sales Operations by replacing manual data pulls and reconciliation with KPI dashboards and forecast reporting adopted by 12+ teams.
- Led end-to-end delivery of the Salesforce-to-NetSuite ERP integration across opportunity-to-order, order-to-cash, billing, invoicing, and revenue recognition, creating a reconciled system of record and reducing manual handoffs during month-end close.
- Increased Salesforce platform adoption 35% across the GTM user base by using product analytics, stakeholder feedback, and business value to prioritize automation and enhancements during PI planning, then pairing releases with change management and role-based enablement.
- Reduced post-launch defects 20% and accelerated feature delivery 15% by strengthening product operating practices across discovery, backlog refinement, sprint planning, acceptance criteria, UAT, release readiness, and post-launch measurement.

Product Manager, Customer Platforms | Jun 2021 – Apr 2023

Salesforce | Atlanta, GA

Vlocity / OmniStudio and Marketing Cloud roadmap for health insurance and commercial partner accounts holding \$15M+ in contract value and a \$10M+ upsell and renewal book.

- Retained \$15M+ in enterprise contract value by resequencing the roadmap around what health insurance and commercial partners were escalating, then holding internal stakeholders to that order through delivery.
- Grew lead generation 35% and customer retention 20% by running Marketing Cloud go-to-market campaigns and re-cutting audience and cadence against performance data rather than the launch calendar.
- Scaled Vlocity / OmniStudio enablement across the partner base, lifting adoption inside the \$10M+ renewal book.
- Prioritized enhancements from customer feedback and user research against defined success metrics, moving adoption 15% and user satisfaction to 95%.

Product Manager, Identity and Security | Jan 2020 – Jun 2021

Salesforce | Atlanta, GA

Enterprise identity and access management (IAM) program: single sign-on and multi-factor authentication (SSO/MFA) across 8,000+ users supporting \$25M+ in regulated enterprise contracts.

- Cut access-related incidents 40% by standing up enterprise IAM frameworks and business rules and taking SSO/MFA adoption to the full 8,000-user base.
- Closed 10+ critical security findings by integrating IAM with existing security infrastructure, and standardized access processes across regulated environments so compliance and audit had one story to review.

Product Manager, CRM Platforms | Jan 2018 – Jan 2020

NCR Corporation | Atlanta, GA

Sales Cloud modernization for an enterprise sales org carrying \$20M+ in contracts and 2M+ legacy CRM records.

- Delivered \$1.8M+ in operating cost savings by automating onboarding and internal Salesforce workflows; migrated 2M+ legacy CRM records with zero downtime and improved data accuracy 35%.
- Redesigned Sales Cloud lead and opportunity workflows, reducing sales-cycle time 15%, increasing lead conversion 10%, and lowering Salesforce support tickets 30% by removing the adoption blockers driving repeat requests.

CERTIFICATIONS

9 credentials, verifiable at salesforce.com/trailblazer/dbrown6422. Prior names noted where Salesforce renamed the credential.

- Agentforce Specialist (formerly AI Specialist), Oct 2024
- AI Associate, Oct 2024
- Agentforce Sales Consultant (formerly Sales Cloud Consultant), Apr 2023
- Platform Strategy Designer (formerly Strategy Designer), Apr 2023
- Business Analyst, Jan 2023
- Platform Administrator II (formerly Advanced Administrator), Sep 2022
- Platform Foundations (formerly Salesforce Associate), Sep 2022
- Agentforce Service Consultant (formerly Service Cloud Consultant), Dec 2021
- Platform Administrator (formerly Administrator), Oct 2020

Additional credentials

Trailhead Security Specialist Superbadge · SAFe 6 Product Owner / Product Manager (POPM), Jun 2024 · Certified ScrumMaster (CSM), Jan 2023 · Google AI Essentials (Coursera), Jun 2026 · CompTIA Security+

EDUCATION

Bachelor of Arts (BA), Business Administration

Morris Brown College | Atlanta, GA