

**Paul Mahood**

* ****Certified Salesforce Administrator ADM 201
* Certified Force.com Developer DEV 401
* Certified Desk.com Administrator

Paul and his team support you through the [Salesforce implementation](http://purusconsultants.com/SalesForceImplementation.html) process, building and customising Salesforce to meet your needs. His focus is on implementations and project management. He manages [Salesforce development](http://purusconsultants.com/SalesForceDevelopment.html) teams globally, everything from one off development projects, to full implementations, and more specific customisation projects

As well as being a Salesforce expert Paul is also our project manager for desk.com, the Salesforce agent call centre tool. Paul’s team handles all desk.com implementations and integrations, including delivering the end user training.

* End to end implementation and customisation of Salesforce orgs.
* Defining custom objects and custom fields.
* Creating workflows and validation rules.
* Building custom reports, dashboards.
* Designing page layouts and record types.
* Cleansing and uploading of data to Contacts, Accounts, Leads, Opportunity, Product and Pricebook objects.
* Designed Sales processes.
* Recommending customisations, to increase return on investment in Salesforce.
* Delivered training to end users, which is crucial in maximising user adoption.

Paul has Project Managed a number of Implementations, these have included everything from one off development projects, to full implementations, and more specific customisation projects for Partner Communities and QuickBooks integrations.

Before joining Purus, Paul worked as a manager within the telecoms industry and had been an end user of salesforce for many years. It’s from here that his interest in Salesforce grew, building custom objects to track sales figures of his team, produce reports and dashboards, and made recommendations to change he usability, enabling clearer communication between departments.

