

Jennifer Haskins

Business Clarity. Strategic Enablement. Digital Transformation.

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Professional Summary

Strategic solutions consultant with 25+ years of experience guiding enterprise clients through business process transformation, particularly across manufacturing, distribution, and channel operations. Expert in leading discovery workshops, mapping current and future-state workflows, and aligning cross-functional stakeholders on scalable, ERP-integrated solutions. Known for translating business requirements into intuitive, high-impact digital experiences using both traditional and low-code platforms. Deep experience across Salesforce, ERP, and Dealer Management System (DMS) ecosystems, grounded in a strong foundation in accounting and financial operations. Equally at ease advising executives, managing vendor selections, and supporting presales or delivery teams to success.

Solution Expertise

Business Process Mapping & Workflow Design

ERP & API Systems Integration Strategy

Client Discovery & Stakeholder Facilitation

Workflow Optimization via No-Code / Low-Code Platform

Integrated Revenue and Procurement Process Design

Finance & Accounting Process Design Across Front- and Back-Office Applications

Cross-Industry Experience: Manufacturing, Distribution, Chemical, Energy, Automotive, Technology

Roles I Commonly Perform:

Presales Solution Engineer (discovery, SOW, demo strategy)

Senior Business Analyst (workshops, requirements, process design)

Senior Solution Consultant

Program Manager for Cross-Functional Digital Initiatives

Implementation Manager (transition requirements to dev teams, lead client facing UAT)

Lead Consultant for Business Process Transformation

CRM & ERP Solution Strategist (E.g. Salesforce, SAP, MuleSoft, various DMS)

Client-Facing Engagement & Delivery Lead

Vendor and Platform Selection Advisor

Education

Cross-disciplinary post-secondary graduate in Business, Finance, and Computer Programming, complemented by certifications in Business Analysis and Digital Analytics. Strong foundation in operational systems, data structures, and process modeling to support business performance and transformation.

Salesforce Certifications

Administrator

Agentforce Specialist

Sales Cloud Consultant

Service Cloud Consultant

Data Cloud Consultant

Manufacturing Cloud Accredited

Professional (Previously Certified –
Renewal in Progress)

Professional Experience

- Director, Automotive Practice | Gerent

Led the transformation of the Automotive vertical within a leading Salesforce partner. Crafted thought leadership, discovery frameworks, and demo strategies tailored to Manufacturers, Distribution and Dealer challenges. Provided strategic sales support and delivery enablement with a strong focus on execution and client success.

- Engagement Manager (Presales) | Salesforce

Worked with enterprise clients in the manufacturing and energy sectors to lead discovery, scope, and solution design for complex, multi-cloud implementations. Championed presales technical leadership, developed statements of work, and guided executive communication strategies. Includes Solution Engineer and Business Consultant roles held at Traction on Demand prior to acquisition.

- Senior Solution Analyst | JD Power (Autodata Solutions)

Served major North American automotive OEMs in defining and refining digital solutions. Acted as product owner liaison, led solution design workshops, and partnered with stakeholders across business and tech teams.

- Senior Director of Operations | Arcane

Oversaw internal operations and technology delivery for a growing digital agency. Led enterprise system design, project management, and data optimization initiatives to enable scale and improve performance.

- Customer Success Manager/ Senior Business Analyst | DealerVu | PBS | Vantage

Spent over 15 years embedded in the dealer technology space, implementing Dealer Management Systems, training teams, and architecting solutions to support inventory, finance, and customer relationships.

A Personal Drive for Results

A lifelong runner, I bring the same discipline, tenacity, and endurance to my work as I do to the sport. Whether coaching in the community or crafting digital experiences, I believe in showing up fully-especially when the path gets tough.