

Mark A. Sewell

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SALESFORCE EXPERIENCE & CREDENTIALS

- Salesforce Certified Administrator
- Salesforce Business Analyst
- Cloud Experience: Sales Cloud, Service Cloud
- Automation: Flows, Process Builder, Data Loader
- Salesforce Superbadges: Business Admin Specialist, Session Security, Approval Process Management, Sales Accounts, Salesforce Security Advocate, User Access Fundamentals, User Authentication Settings
- 3X Ranger on Trailhead

PROFESSIONAL SUMMARY

25+ years in Sales Ops, Sales, Marketing & Finance, over 10 years as salesforce user.

Proven results in sales and account management. Over 10 years of experience working internationally, and 20 years of experience in customer-facing roles. Able communicator. Big 4 Consulting experience (Anderson and E&Y).

Became CFO of Caterpillar dealer in Far East of Russia at age 33. Managed 3 departments, responsible for budgeting and implementing dealer financial controls, as well as forecasting.

Went on to a 10-year career Caterpillar Financial where I supported dealers and advanced to Sales Operations role in Houston. Pursued a career in sales for 9 years before pivoting to IT/Salesforce.

KEY SKILLS

Data Analysis | KPI & Dashboard Tracking | Project Management | Agile Project Methodologies

Process Improvement (6-Sigma) | Gap Analysis | Team Training and Coaching

Strategic Planning and Analysis | Sales & Business Development | Salesforce Consulting

PROFESSIONAL EXPERIENCE

Project Intern | UPSKILLR, Houston TX (remote) | 2025 - present

Providing testing for AI-supported hands-on Business Analyst training tools which simulated client interaction while performing a sandbox project (not a real deployment). Performing duties of both BA and salesforce admin. Gathered client requirements and wrote User Stories. Built solutions in Salesforce to meet these requirements. Held three demos online as part of simulated project. Conducting ongoing testing. Attending regularly scheduled stand-up sessions with mentor/founder to report on progress. Upskillr is an official Salesforce Partner.

Sales & Marketing | AZURIS, The Woodlands, TX | 2024

- Local Houston-Area IT Consulting.
- Led initial HubSpot integration.

Certified Debt Specialist - Team Lead | BEYOND FINANCE, Houston, TX | 2022 – 2024

- Debt management solutions for helping struggling consumers. Phone Sales.
- Completed sales management program in 2024.

Client Intake Director | AMERICA FAMILY LAW CENTER, Houston, TX | 2021 – 2022

Travel Sales | VACATIONS TO GO, Houston, TX | 2016 – 2021

Area Sales Ops Manager | CATERPILLAR FINANCIAL, Houston, TX | 2008 – 2015

- Managed retail financing operations and credit risk, improving portfolio performance by reducing past-due accounts from 11.4% to 2.8%.
- Tracked Dealer KPIs and coordinated quarterly reviews. Identified critical operational gaps and areas for process improvement.
- Managed dealer training programs, resulting in a 20% increase in market share and sales volume.

Territory Manager | CATERPILLAR FINANCIAL CIS, Moscow, Russia | 2005 – 2008

- Expanded financing operations in the Russian Far East and Mongolia, achieving a 90% growth in retail contracts.
- Successfully introduced new product offerings, including Caterpillar off-highway trucks, driving market penetration.

Senior Executive, Corporate Finance | ERNST & YOUNG, Moscow, Russia | 2004 – 2005

- Consulted on high-profile projects for clients like Aeroflot, preparing detailed USTDA funding applications.
- Conducted financial modeling and feasibility analyses for aviation industry projects.

Chief Financial Officer | AMUR MACHINERY, Khabarovsk, Russia | 2002 – 2004

- Served as the first Chief Financial Officer for Amur Machinery and Services (AMS) and its subsidiary, Sakhalin Machinery.
- Reported directly President of the parent company, Tiger Machinery, and general directors of each Russian company. Managed accounting, legal and IT departments.

Analyst, Corporate Finance | ATON CAPITAL GROUP, Moscow, Russia | 2001 – 2002

- Participated in merger & acquisition transactions. Performed research for valuation of companies based on comparative analysis benchmarks. Duties included writing and editing investment memorandums, offer sheets, reports, and other correspondence.
- Member of work group for the first Initial Public Offering (IPO) in Russia, issued simultaneously on the Moscow International Currency Exchange (MICEX) and the Russian Trading System (RTS). IPO raised over 16 million USD for client, RosBusinessConsulting.

Executive | EMERGING MARKET FINANCE CORP, Moscow, Russia | 2000 – 2001

- Continued to serve in Project Consultant role for implementation phase of the USTDA-funded RFE Coastal Fishing Vessel Replacement Project. Duties included contacting and screening candidates for the pilot project, and application of models and tools developed by Arthur Andersen and other members of the project team during the initial phases of the project.

Analyst, Corporate Finance Group | ARTHUR ANDERSON, Moscow, Russia | 1999 – 2000

- Acted as Project Consultant in Fisheries for US Trade and Development Agency (USTDA) funded RFE Coastal Fishing Vessel Replacement Project, sponsored by Caterpillar.

Special Projects Manager | TIGER SECURITIES, Vladivostok, Russia | 1998 – 1999

Multiple Roles | NORTH PACIFIC CORPORATION, Seattle, WA | 1994 – 1997

- Worked as Purchasing Agent, Warehouse Manager, Accounts Payable and Technical Translator in Russian owned and operated seafood and fishing vessel management company.
- Primary duties related to purchasing and management of vessel operation expenses, including cash planning. Responsible for inventory control and tracking during annual shipyard repair projects and assisted with purchasing of supplies and fishing fleet logistics (supporting operations in North Bering Sea).

Military Service | US NAVY | 1987 – 1994

- Served as enlisted Naval Aircrewman (CTI2 AC) on P-3 Orion aircraft. Flew as Supervisor of an Airborne Cryptologic Direct Support Element, based at US Naval Security Group Detachment at NAS Brunswick, Maine. Managed 4-man teams, responsible for real-time tactical and post-mission reporting in support of mission objectives. Decorated with Navy Air Medal during operations in Somalia in 1993.
- Prior to aircrew duty assignment, completed a one-year tour of duty at US Naval Field Station at Sinop, Turkey, from 1990 to 1991, as an Assistant Watch Section Supervisor.

EDUCATION

University of Washington, Seattle, WA

- Bachelor of Business Administration (BBA), International Business
- Bachelor of Arts (BA), Russian Language and History
- Certificate of International Studies in Business (CISB)

Defense Language Institute, Monterey, CA

- Basic & Intermediate Russian Language Program (with honors)

CERTIFICATIONS

- Salesforce Business Analyst Certification
- Salesforce Admin Certification
- CompTIA A+ IT Certification
- Google Cybersecurity Certification
- Google Ads Certifications (all six)
- Caterpillar 6-Sigma Green Belt

ADDITIONAL EXPERIENCE

United States Navy | Naval Aircrewman (CTI2 AC) | 1987 – 1994

- Supervised cryptologic teams aboard P-3 Orion aircraft.
- Supported tactical operations and post-mission reporting, ensuring mission success in dynamic environments.

ACHIEVEMENTS

- Worked on first IPO on Moscow Stock Exchange (RosBusinessConsulting) in 2001.
- Increased Caterpillar Financial market share from 39% to 51% within three years.

LANGUAGES

Fluent in Russian