

# Michael S. Barnes II MPA

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## SUMMARY

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Senior Salesforce Product Manager with experience leading enterprise Salesforce product roadmaps across CPQ, Sales Cloud, Service Cloud, Marketing Cloud, subscription payments, integrations, reporting, and AI-enabled process improvement. Proven ability to translate complex sales, operations, finance, and stakeholder needs into scalable product direction, prioritized backlogs, user stories, acceptance criteria, UAT plans, release execution, and post-launch hypercare. Experienced in high-growth, cross-functional environments requiring data quality, stakeholder alignment, and measurable business outcomes.

## TRAINING + SKILLS

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Certified Salesforce Sales Cloud Consultant | Certified Salesforce Marketing Cloud Consultant | Certified Salesforce Service Cloud Consultant | Certified SAFe® 5 Product Owner/Product Manager | Certified Scrum Master | Certified Product Owner | Salesforce CPQ Experience | JIRA Administration | UX/UI | Agile & SAFe Leadership | Salesforce AI Einstein Analytics/ Agentforce | Product Roadmap Planning Experience | AI Workflow Development | Product Planning | Agile & SAFe Leadership | Agile Development | Claude Code Experience | Agentic Orchestration | Agentic Token Management | N8N AI Workflows | OpenClaw

## EXPERIENCE

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### Healthtrust: Salesforce Product Manager

10/2025 – 1/2026

- Led product ownership for a HubSpot-to-Salesforce Marketing Cloud migration, managing roadmap structure, backlog prioritization, user stories, acceptance criteria, UAT planning, training, and stakeholder alignment across Marketing, IT, Compliance, and business teams.
- Established Salesforce-connected data quality and governance requirements, emphasizing HubSpot field parity, consent preservation, least-privilege segmentation, auditability, integration readiness, scalable multi-business-unit architecture, and approved attributes for compliant personalization workflows.

### AutoDesk: Salesforce Product Manager

3/2023 – 10/2025

- Led global Salesforce CPQ and subscription-management reporting across North America, Japan, Asia, Europe, Australia, and worldwide markets, ensuring reports, KPIs, and Management Reporting/EDH outputs reflected quoting, subscription, customer-entry, and revenue data as regional Salesforce instances and enterprise sales models evolved at scale globally.
- Owned product backlog strategy for Salesforce CPQ; Translated complex CPQ rollout needs into requirements and developer-ready user stories across regional instances, accounting for market-specific sales streams, commission rules, license-broker entry points, front-end purchase paths, subscription funnels, reporting dependencies, UAT scenarios, and release/readiness controls.

### Herbalife Nutrition: Salesforce Product Manager

3/2020 – 7/2022

- Led Salesforce product initiatives using Einstein Analytics / Tableau CRM to improve visibility into customer behavior, sales performance, marketing engagement, and operational trends through

actionable dashboards, AI-driven insights, stakeholder-facing analytics, segmentation, and recommendation workflows.

- Leveraged Salesforce AI Insights/Recommendations to surface prioritized business signals, including risk flags, opportunity cues, adoption gaps, CLV-informed triggers, and engagement trends directly in user workflows.

**Goldman Sachs: Salesforce Product Manager**

**3/2019 – 9/2019**

- Supported enterprise CRM and business-systems initiatives in a regulated financial-services environment, translating stakeholder needs into structured requirements, workflow improvements, delivery artifacts, and release support while partnering with compliance, operations, and technology teams to clarify Salesforce processes, reporting needs, and control requirements.
- Operated in a high-control environment requiring disciplined documentation, data accuracy, stakeholder alignment, and change-management rigor across complex business processes, Salesforce-enabled workflows, enterprise systems, and cross-functional technology initiatives.

**Green Dot Bank: Salesforce Product Manager**

**7/2018 – 3/2019**

- Managed Salesforce Service Cloud integration with secured credit card call/service center; Defined and refined user stories in JIRA to enhance Service Cloud features, including case assignment rules, omnichannel routing, and knowledge base management.

**Ness Digital Engineering: Product Manager**

**4/2017 – 2/2018**

- Owned the full project life cycle, from strategic planning to technical activities to software sales and client procurement. Created database infrastructure, REST API data ingestion documentation, and SaaS Go to market plan. Delivered solutions with an equal focus on motivating 100% remote software development teams and rolling out valuable software to our customers.

**Walt Disney Studios: Product Owner/ Scrum Master**

**1/2017 – 4/2017**

- Drove the migration of the ad marketing product and Spring Infrastructure to the international organization. Worked directly with product teams and licensees both domestically & internationally to communicate requirements and inspect region-specific information.

**NBC Universal: Product Owner/ Scrum Master**

**3/2016 – 12/2016**

- Worked as point of contact for multiple vendors with various technology stacks and requirements in order to facilitate database integrations, server upgrades, and data security enhancements. Collaborated with technical teams to develop and maintain end-to-end project plans.

## **EDUCATION**

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**Texas Southern University**

Masters in Public Administration (MPA)

**Eastern Michigan University**

Bachelor of Science in Public Law & Government; Minor Communication

**Tuskegee University**

Computer Science Major

## **AFFILIATIONS**

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Alpha Phi Alpha Fraternity Inc. | Tuskegee Prefix Computer Science Scholarship | Scrum Alliance