

# MARK URQUHART

Seasoned leader in Solution Architecture, Engineering, and Customer Success

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## EXPERIENCE

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### Principal Solutions Engineer

**Twilio Segment**      📅 01/2022 - Ongoing    📍 Remote - NH  
🔗 <https://twilio.com>

- Built Proof of Concepts for multiple Fortune 500 companies
- Built demo infrastructure and demo environments (JS, Python & YAML)

### Freelancing / Side-Hustle

**Urq.io**      📅 09/2010 - Ongoing    📍 Remote - NH  
🔗 <https://urq.io>

- Work with small and medium-sized business on websites, mobile apps, analytics strategy, and all other things digital

### Senior Manager, Solution Architects

**Sprinklr**      📅 02/2021 - 01/2022    📍 Remote - NH  
🔗 <https://sprinklr.com>

- Managed the North American Solution Architecture practice

### Principal Enterprise Architect / Solutions Architect

**Adobe**      📅 06/2019 - 02/2021    📍 Remote - NH  
🔗 <https://adobe.com>

- Enterprise architecture and integration guidance for Adobe's strategic customers

### Expert Solutions Consultant

**Adobe**      📅 12/2017 - 06/2019    📍 Remote - NH  
🔗 <https://adobe.com>

- Consulting around Adobe Campaign Classic and Standard

### Senior Solutions Consultant

**Yext**      📅 03/2017 - 12/2017    📍 Remote - TX  
🔗 <https://yext.com>

- Consulting on usage and integration of Yext products

### Senior Solutions Consultant

**Oracle**      📅 06/2014 - 03/2017    📍 Remote - TX  
🔗 <https://oracle.com>

- Consulting on usage and integration of Responsys, Bluekai, and Maxymiser

### Customer Success Manager

**Oracle**      📅 04/2013 - 06/2014    📍 New York, NY  
🔗 <https://oracle.com>

- CSM for mid-market customers using Responsys

### Implementation Manager

**StrongView (now, Selligent)**      📅 03/2011 - 04/2013    📍 New York, NY  
🔗 <https://selligent.com>

- Managed a team who implemented and ran campaigns for customers

## CERTIFICATION

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### Segment CDP Certification

Segment Issued - 2022

### JavaScript Essentials

CodeAcademy Issued - 2022

### Javascript Foundations

General Assembly Issued - 2022

### Adobe Experience Platform - Adobe Qualified

Adobe Issued - 2019

### Adobe Campaign Standard Developer

Adobe Issued - 2019

### Trailhead Ranger

Salesforce Issued - 2019

### Selling Through Curiosity - Certification -

Barry Rhein & Associates, Inc - 2017

### Yext Certification

Yext Issued - 2017

### Demo2Win Certification - 2Win

2Win Issued - 2014

## SKILLS + SOFTWARE EXPERIENCE

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**Adobe Analytics**

**Adobe Campaign**

**Adobe Experience Platform**

**Oracle Responsys**

**Oracle Eloqua**

**Oracle BlueKai**

**Twilio Segment**

**Twilio Flex**

**Enterprise Architecture**

**JavaScript**

**SalesForce**

**HTML/CSS**

**PHP**

**CMS Systems**

**Graphic Design**



**SaaS**

**SQL**



## EXPERIENCE

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### Business Analyst (Contract position)

**One to One Global**  11/2010 - 03/2011  Boston, MA  
[\(no longer in business\)](#)  
• Ran Adobe Analytics reporting and tracked paid-media performance



### Marketing Specialist (Contract position)

**QuickPivot**  08/2010 - 11/2010  Boston, MA  
<https://quickpivot.com/>  
• Used Alterian, SQL Server, PeopleSoft and Salesforce to query databases



### Email Marketing Director

**Steiner Sports**  08/2009 - 08/2010  New Rochelle, NY  
<https://steinersports.com>  
• Managed email marketing department and implemented ExactTarget

### Graduate Assistant Football Coach

**Syracuse University**  05/2008 - 08/2009  Syracuse, NY  
<https://syr.edu>  
• Recruiting and defensive on-field responsibilities

### Data Analyst (College Internship during summers)

**Fidelity Investments**  06/2004 - 08/2008  Merrimack, NH  
<https://fidelity.com>  
• NetBenefits QA Testing during summer breaks from college

## EDUCATION

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### Psychology

**Syracuse University**  01/2008


## CAUSES

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 Human rights, Civil Rights and Social Action, Environment Protection, and Underprivileged Children Protection

## AWARDS


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 Adobe "Beyond" Award - 2020  
The beyond award is a peer nominated honor for exceptional leadership with customer projects

 Adobe "Spotlight" Award - 2019  
Recognized by Adobe leadership for a marquee new sales win in Q1 2019

 Adobe "Sales Achiever" Award - 2018  
Recognized for being a top performer in the Sales Engineering department

 Adobe "Spotlight" Award - 2018  
Recognized by Adobe leadership for a marquee new sales win in Q2 2018

 Oracle - "MOMM" Award - 2017  
Selected by Oracle management for delivering exceptional service to a customer


 Oracle "Leonidas" Award - 2015  
Selected by Oracle management as the Solutions Consultant who showed the most determination to closing a marquee deal in Q3 2015

## SOCIAL MEDIA

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 Facebook  
[www.facebook.com/markurquhart](http://www.facebook.com/markurquhart)

 Twitter  
[www.twitter.com/markurquhart](http://www.twitter.com/markurquhart)

 Instagram  
[www.instagram.com/markurquhart](http://www.instagram.com/markurquhart)