

## DAVID MONDRUS

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### PRINCIPAL SOLUTIONS ARCHITECT

Principal solutions architect with 25+ years across enterprise consulting, platform operations, and digital businesses. Currently leads Salesforce Marketing Cloud and Data Cloud architecture for KPMG's internal stakeholders. Specifies and ships production AI systems through agentic, verification-driven delivery.

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Enterprise Architecture • Agentic AI • Data Cloud • Client Advisory • Operational Reliability

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### PROFESSIONAL EXPERIENCE

#### KPMG • 2025–present

##### Associate Director / Marketing Operations

- Lead Salesforce Marketing Cloud and Data Cloud architecture, governance, and operations for KPMG's internal business stakeholders with an international contractor team; build proofs of concept and demonstrate solutions for the business.
- Led the team to reduce primary lead submission time from 20 seconds to 2 seconds, improving the customer experience.
- Led Data Cloud deployment and activation into Marketing Cloud, connecting enterprise customer data to campaign execution. Created unified profiles, integrated data streams while retaining security posture.
- Directed SubscriberKey modernization and redesigned bounce and suppression workflows to strengthen identity consistency and downstream data integration.
- Architected subscription recovery following a Salesforce link invalidation event; established architecture standards, code reviews, and delivery controls to improve execution quality.

#### LTI Mindtree / L'Oréal Americas • 2018–2025

##### Service Delivery Lead | Principal, Americas | Consultant, Americas

- Architected scalability solutions for an environment supporting approximately 6 billion annual sends across 150 business units.
- Owned platform reliability, production support, privacy operations, and engineering standards across the Americas; resolved critical failures in campaigns, automations, and journeys.
- Led an international team of 10 and coordinated daily delivery across a cross-functional group of more than 40 people.
- Owned a campaign metadata application and led client-specific browser tooling; designed applications and integrations using JavaScript, Vue.js, SQL, ETL, SSJS, and AMPscript.

### INDEPENDENT AI SYSTEMS AND PRODUCT DEVELOPMENT

#### Independent R&D • 2026

- Architected and specified AI systems and data products, owning product direction, design decisions, and operations. Directed AI coding agents through specification-driven work orders, with live system verification through Model Context Protocol (MCP) tools.
- FactoryRegistry ([factoryregistry.com](https://factoryregistry.com)): launched a public manufacturing data platform with approximately 330,000 published facilities; integrated federal datasets with entity resolution, confidence scoring, and publication controls, and exposed data quality and pipelines through a 26-tool MCP server.
- MarTech Monitoring ([martechmonitoring.com](https://martechmonitoring.com)): architected an SFMC assurance product with MCP-based checks and a Docker/SQLite deployment option; authored *Silent Failures: What You Don't See Can Hurt You*, a completed 16-chapter manuscript on detecting silent operational failures.
- Argus: created a multi-client content engine with source grounding, fact-checking, duplicate detection, and approval gates; orchestrated autonomous agents with persistent state, scheduled jobs, model routing, and liveness monitoring.

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### EARLIER EXPERIENCE

#### **Mondrus Inc — Systems Architect, Salesforce Marketing Cloud • 2017–2018**

- Advised Vonage, NBCUniversal, and Diageo on enterprise marketing automation architecture and operations; delivered Journey Builder journeys, segmentation queries, Automation Studio work, and Datorama reporting.
- Designed reusable send and production workflows that reduced daily email creation time by 75%.

#### **Centric Consulting — Senior SFMC Consultant • 2014–2016**

- Developed drip campaigns, lead scoring, lead funnel management, and automation using Sales Cloud, Marketing Cloud, AMPscript, and JavaScript.
- Wrote SQL queries and ETL processes between systems of record and ancillary systems; integrated Sales Cloud and Marketing Cloud for faster, more reliable data synchronization.

#### **The Pedowitz Group — SFMC Systems Engineer / Architect • 2012–2014**

- Developed complex ExactTarget solutions for Fortune 1000 clients using AMPscript, SSJS, and jQuery; migrated multiple accounts to Enterprise 2.0.
- Integrated Marketo with Salesforce and external websites through the Salesforce API, and built Salesforce, Marketo, and CloudConnect integration streams with GoodData/Clover ETL handling hundreds of millions of records.

#### **OneModelPlace.com — Chief Executive Officer • 2008–2012**

- Directed product, technology, budgets, and marketing for a social platform receiving 4 million-plus monthly visits; managed an international team of 20.
- Ran CPC, SEO, email, and social marketing programs that increased traffic and revenue, and set go-to-market strategy, budgets, and product and technology roadmaps.

#### **IBM Global Services — Senior Consultant • 2001–2007**

- Analyzed the security posture of production systems and their interaction with the enterprise single sign-on system; managed the data strategy component of an automated test center strategy for a major telecommunications company.
- Developed short- and long-term strategy for healthcare data collection and anonymization to meet HIPAA requirements while meeting business goals.

#### **Bigstar.com and Bigfoot.com — Engineering and Operations Leadership • 1995–2001**

- Bigstar.com: VP of Engineering and Operations for the online movie store; led a team of 20 with a \$3.5 million dollar budget and was named in the IPO S-1 filing.
- Bigfoot.com: employee number five and Director of Operations at one of the first free email services.

### CERTIFICATION AND EDUCATION

#### **Salesforce Certified Data Cloud Consultant**

**MBA**, Columbia University, Graduate School of Business

**BS**, Business and Technology Management, SUNY Empire State College

### TECHNICAL SKILLS

**AI:** Agentic system design, MCP and tool calling, source grounding and evaluation, local LLM inference, RAG pipelines.

**Platforms:** Salesforce Marketing Cloud and Data Cloud, AMPscript/SSJS, SQL and ETL, JavaScript/Node.js, Docker, OAuth 2.0.

**Marketing technology:** Sales Cloud, Journey Builder, Automation Studio, Email Studio, Marketo, ExactTarget, Datorama, Veeva, Vue.js, PowerShell.

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