

Franklin De La Cruz

Lead Solutions Consultant

A passionate solution driven pre-sales professional with a growth mindset who works directly with the sales team and channel partners to understand the needs of customers, strategize on how to navigate winning sales cycles, provide compelling value-based demonstrations, support enterprise proof of concepts and ultimately close business.



franklin.delacruz2@gmail.com



4078813797



Dallas, TX



AWARDS & CAREER HIGHLIGHTS

Team Contributor Award (2022)

SugarCRM

- Developed a new logo sales process that was adopted as the gold standard for all enterprise sales engagements , improving pipeline clarity , sales cycle consistency , and supporting broader revenue enablement efforts across the organization.

Solutions Consultant of the Quarter (02/2023)

Sprinklr

- Elected Solutions Consultant of the 4th Quarter of FY22 by helping influence \$1.6M of the total \$6M revenue brought in for the quarter and stepping in to support a resource strapped team

Top Earner Recognition (2018)

Pentaho/Hitachi Vantara

- Participated as a Solutions Consultant in sales deals resulting in over \$1.2M in revenue in FY 2018, providing critical support in technical validation, solution design, and executive-level presentations.

Team Contributor Award (2022)

SugarCRM

- Created a new logo sales process leveraged as the gold standard for all enterprise sales engagements

Ruby Recognition Award (2018)

Pentaho/Hitachi Vantara

- Won a Central CMT Ruby Recognition Award in 2018 for delivering a significant impact to the Pre-Sales organization , recognized for technical leadership , sales collaboration , and process improvement initiatives .

Senior Solutions Consultant, Pitch Deck Contest Winner (2025)

LivePerson

- 1st Place Winner in a company-wide Sales Pitch Contest , outperforming over 150 Sales and Presales professionals through compelling storytelling, solution alignment, and executive presence.



TECHNICAL SKILLS

Salesforce Skills

Implementation, Flow Automation, Custom Object & Fields, Data management, Security & Access Management, Reports & Dashboards, Integration

Database Technologies

ETL, Data Integration, Relational Databases, SQL, Big Data Technologies, Data Visualization and BI Tools, Hadoop, Pentaho

SAAS Platforms

Sprinklr (Platform Certified), SugarCRM (Certified Admin), Pentaho (Certified DI and BI Specialist), Salesforce (Certified Admin)

IT Infrastructure

Virtualization, MS Exchange, Scripting, Server Admin, VOIP Telephony, Networking, Storage Management

AI Tools & Capabilities

Prompt Engineering, AI Studio Bot Builder, N8N, Conversational AI Design and Building, GEN AI, LLMs, Predictive Analytics

Sales & Demo Methodologies

MEDDPIC, BANT, Challenger Sales, Demo 2 Win, Beyond the Demo



FUN FACTS & INTERESTS

Made it to Mount Everest Base Camp

Had a Hit Song on the Radio

Was a Public School Teacher

Artificial Intelligence Advocate & Practitioner

Avid Book Worm

Music Production Aficionado

Tech Gadget Junkie



WORK EXPERIENCE

Lead Solutions Consultant LivePerson

11/2024 - Present

Remote, USA

As a Lead Solutions Consultant at LivePerson, I serve as the strategic and technical bridge between our sales team and enterprise clients. I partner with account executives to design and present tailored Conversational AI solutions that address complex business challenges across multiple industries. My role combines deep product knowledge, value-based storytelling, and technical leadership to drive deal velocity and long-term customer success.

Achievements/Tasks

- Designed and presented **Conversational AI architectures** leveraging **LivePerson's LLM-driven orchestration platform**, integrating **Generative AI (GenAI)** for natural intent recognition, summarization, and dynamic knowledge retrieval. Scoped and implemented **hybrid NLU + GenAI models** for enterprise clients, aligning use cases such as dispute resolution, account servicing, and lead generation with **AI-assisted routing, containment, and automation**.
- Conducted technical validation for enterprise proof-of-concepts, guiding configuration of **custom AI models, conversation orchestration flows, and knowledge integrations** (CRM, ERP, and custom data sources). Partnered with Product and R&D teams to refine **AI governance, model selection, and prompt engineering best practices**, ensuring deployments met client-specific accuracy, privacy, and scalability requirements.
- Integrated **multi-channel conversational bots** (WhatsApp, SMS, Apple Messages for Business, web chat, voice-to-digital) with **secure handoff flows** to human agents, using APIs and governance frameworks for compliance. Leveraged **AI analytics tools** to translate raw interaction data into **predictive insights**, including **containment rates, repeat contact rates, and AHT (Average Handle Time) reduction metrics**.
- Served as **Technical Lead** on high-impact enterprise deals, successfully securing wins with global brands including **Disney, Morgan & Morgan, Lyft, Seagate**, and more.

Pre Sales- AI Research Senior Solution Specialist Sprinklr

12/2021 - 11/2024

Remote, USA

Started as a general solutions consultant and was quickly promoted to a specialist in AI and Research for a social media customer experience platform serving the who's who of the fortune 100 brands. Identified brand's needs across care, advertising and marketing, sales, and research departments. Presented technology and vision to C Level executives and worked hands on with end users and managers to demonstrate value. Collaborated with product management to create elegant solutions to complex issues across a variety of different industry verticals.

Achievements/Tasks

- Specialized in **AI-powered customer experience (CX) and social listening platforms**, advising Fortune 100 brands on deploying **ML-based sentiment analysis, topic clustering, and entity recognition models** to monitor brand health.
- Built and demonstrated **AI-driven dashboards** that unified data across care, marketing, advertising, and research—enabling executives to act on real-time insights from **social data pipelines**. Customized **AI research modules** to classify large-scale customer feedback, leveraging **predictive modeling and NLP (Natural Language Processing)** to surface trends, anomalies, and campaign performance signals.
- Guided clients on leveraging **Generative AI** to create customer-facing content (ad copy, marketing insights) and internal tools (executive summaries, automated reporting). Collaborated with Product teams to shape roadmap for **AI-first features**, contributing customer feedback on **ML explainability, bias mitigation, and multilingual NLP model performance**.
- Validated technical fit during enterprise sales cycles by aligning **AI model outputs** (classification accuracy, confidence scores) with operational KPIs such as **CSAT, digital containment, and conversion rates**.
- Helped influence **\$3M in total revenue** within the **Enterprise Sales Division** in **FY 2022**, playing a key role in high-stakes deal strategy and technical validation.
- Quickly promoted to AI Research Specialist** from a **Core SC role** within just **6 months**, while continuing to support the **Core Team** during periods of **reduced resources** and high demand.



WORK EXPERIENCE

Pre Sales- Senior Solutions Consultant

SugarCRM

02/2020 - 12/2021

Remote, USA

Used extensive market-based knowledge about CX business applications. Collaborated with a variety of stakeholders within the enterprise sales cycle in demonstrating the value proposition, uncovering client goals and requirements to help increase revenue and new customer acquisition. Acted as a "Trusted Advisor" in pre-sales activities through strategic product demonstrations, problem definition, solution architecture, and expectation management.

Achievements/Tasks

- **Assisted in closing over \$400K in total revenue** in FY 2022 within **Enterprise Sales** in just **8 months**, supporting strategic deals through technical insight and solution alignment.
- Helped influence **\$500K in total revenue** within the **Enterprise Sales Division** in FY 2021, partnering with a variety of **Fortune 500 companies** to deliver tailored Conversational AI solutions.
- **Coordinated with pre- and post-sales teams** to facilitate the creation of a **formal enterprise sales process**, which was later adopted as the **standard for all sales engagements** across the organization.

Pre Sales Engineer

Pentaho / Hitachi Vantara

09/2015 - 02/2020

Remote, Southeast Region, USA

Worked within the Presales team to create data driven technical solutions for front facing clients using Pentaho data integration, orchestration, and analytics platform. Used a consultative solutions-based approach in a dynamic environment to provide clients with a customized product offering.

Achievements/Tasks

- **Influenced revenue of over \$1.2M** within the **Enterprise Sales Division** for a **new logo acquisition** in **2019**, contributing to strategic growth and client expansion efforts.
- **Won a Central CMT Ruby Recognition Award** in **2018** for delivering **significant impact** to the **Pre-Sales organization**, recognized for innovation, collaboration, and results.
- **Awarded New Employee Recognition** as a **Pre-Sales Solutions Engineer** for the **East Division** in **2015**, acknowledged for rapid onboarding, strong performance, and early contributions to key sales initiatives.



EDUCATION

M.B.A.

Florida Institute of Technology

Melbourne, FL

B.B.A.

Baruch College (CUNY)

New York, NY