



FERNANDO BEATO

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Wangen, SZ
Swiss C Permit

Align · Simplify · Execute

IT BUSINESS ANALYST & SOLUTIONS CONSULTANT
CRM · AUTOMATION · ENTERPRISE SYSTEMS
20 YEARS USA · 15 YEARS CH/EU

CAREER PROFILE

Senior IT professional combining deep **CRM expertise** with a consistent track record of translating complex business requirements into reliable, scalable solutions across international enterprise environments. I operate at the intersection of **business process design and technical implementation** — bringing analytical rigor to ambiguous problems and a production mindset to delivery.

Supported by ongoing **AI Business specialization**, I focus on practical automation adoption that creates measurable operational leverage. My background spans CRM solution leadership within global technology firms in the United States, followed by over a decade of **end-to-end solution integration** in Switzerland's enterprise sector.

Enterprise CRM & AI Solutions | Process Optimization | Business–IT Translation
Platform Stabilization & Evolution | Workflow Automation | Solutions Lifecycle Management

PROFESSIONAL EXPERIENCE

IT Specialist

04/2024 – 08/2025

SMARTENERGY, Wollerau, CH

- Gathered business requirements and designed end-to-end workflow automation for finance processes; implemented multi-level approval logic that **reduced manual processing time by 40%** and mitigated operational risks
- Delivered AI-assisted automation to streamline repetitive business processes, resulting in a **25% increase in team productivity** by prioritizing high-value enterprise adoption over broad, low-impact deployment.
- Provided **bilingual business-facing IT support** translating operational requirements into solutions for 100+ stakeholders while maintaining business-critical services.

Solution Integration Professional

10/2012 – 01/2024

SUNRISE/UPC, Zürich, CH

- Spearheaded a series of **CRM portfolio consolidation campaigns**, covering end-to-end business requirements gathering, solution design, and hands-on implementation to stabilize high-volume order processing of **10k+ monthly**; successfully neutralizing operational risks during complex legacy-to-target migrations
- Delivered **end-to-end solution design** across CRM configurations and integrations to ensure data integrity and operational reliability across downstream systems.
- Directed **senior-level escalation** and coordination for **complex CRM issues** to stabilize high-impact operations and lifecycle processes across multiple business teams.
- Performed **functional and technical analysis** for change initiatives and incident resolution, translating legacy system constraints and technical ambiguity into actionable solutions for business teams.
- Authored technical documentation and led knowledge transfer sessions to ensure the long-term maintainability and continuity of the CRM platform.

- Senior CRM Specialist** 11/2010 – 10/2012
 LIBERTY GLOBAL OPERATIONS, Schiphol-Rijk, NL
 Supported European UPC markets by analyzing requirements and maintaining CRM solutions at third-line level, including data interfaces for Switzerland. Improved system stability through standards reviews and incident analysis while mentoring colleagues to strengthen support capabilities
- Business Systems Analyst** 09/2000 – 11/2010
 VERIFONE, San Jose, CA, USA
 Led global CRM projects from analysis to implementation with international stakeholders. Developed bulk tools to streamline processes. Managed production issues, upgrades, and integrations. Mentored developers to ensure efficiency, stability, and long-term system support.
- Business Support Specialist** 08/1998 – 09/2000
 VERIFONE, Louisville, KY, USA
 Delivered team training and mentoring and approved CRM customizations for seamless integration. Created operational guides and simplified complex technical concepts to ensure project milestones.
- Deployment Specialist** 08/1993 – 08/1998
 VERIFONE, Costa Mesa, CA, USA
 Managed POS software installation and secure debit key injection. Developed compliant procedures to improve efficiency. Supervised night-shift operations and maintained accurate deployment documentation

TECHNICAL PROFICIENCY

Software Design & Integration | SDLC Methodology | Testing & Quality Assurance
 Amdocs CRM | MS Power Platform | PL/SQL | Java | Python

EDUCATION & HONORS

BACHELOR OF COMPUTER SCIENCE (MAGNA CUM LAUDE) – University of Illinois, USA	2008
ASSOCIATE’S IN SOFTWARE DEVELOPMENT (HIGH HONORS) – Foothill College, USA	2005
ARTIFICIAL INTELLIGENCE BUSINESS SPECIALIST, Swiss Cyber Institute, Zurich	ongoing
DATA SCIENCE BOOTCAMP, Constructor Academy, Zurich	2022
PYTHON PROGRAMMING, Constructor Academy, Zurich	2021
ITIL V3	2011

LANGUAGES

Spanish (native) | English (bilingual/proficient)
 German (conversational; improving)
 Catalan (native)