



<https://excelnearshore.com/job/salesforce-sales-cloud-web-commerce-functional-analyst/>

Salesforce Sales Cloud and Web Commerce Functional Analyst

Description

Excel Nearshore is looking for a **Salesforce Sales Cloud & Web Commerce Functional Analyst**, who will optimize our client's sales and e-commerce processes within Salesforce Sales Cloud (Lightning) and Commerce Cloud, managing pipelines, orders, revenue forecasting, and geolocation integrations. This role ensures seamless revenue management in a medtech environment handling regulated data, addressing redundancies with Siebel and silos with Oracle EBS. You'll integrate L1/L2 support duties into the POD, collaborate with Revenue Cloud and Oracle teams, and drive automations/AI (Einstein) to enhance sales efficiency and support cost reductions year-over-year. This is a fully remote and full-time position from Costa Rica, in payroll with benefits.

Responsibilities

- Provide functional expertise for Sales & Commerce Cloud: Configure and troubleshoot Sales Cloud (leads, opportunities, quotes, forecasting) and Commerce Cloud (product catalogs, carts, payments, B2B).
- Configure and manage core Sales Cloud features including Leads, Accounts, Contacts, Opportunities, Activities, Campaigns, and Products
- Customize page layouts, record types, validation rules, and approval processes.
- Implement sales processes, forecasting, and territory management.
- Build Salesforce Flows, Process Automation, and approval workflows to streamline sales operations.
- Optimize lead assignment, opportunity management, and sales stages.
- Configure b2b storefronts, buyer journeys, catalogs, pricing, and checkout experiences.
- Customize buyer account structures, entitlement rules, and purchasing permissions.
- Manage product catalogs, categories, bundles, and variants.
- Configure price books, customer-specific pricing, contract pricing, and volume discounts.
- Support promotions, negotiated pricing, and account-based pricing models.
- Support real-time and batch integrations for inventory, pricing, tax, and order management.
- Configure carts, checkout flows, tax, shipping, and payment integrations.
- Support order submission, order lifecycle, and post-order management.
- Troubleshoot order failures and payment issues.
- Handle integrated L1/L2 support: Triage and resolve sales/commerce tickets (e.g., pipeline errors, order sync issues, storefront bugs) during business hours (1:00 AM CT Sun – 7:00 PM CT Fri); provide on-call for P1 incidents impacting revenue or customer experience.
- Support end-to-end revenue flows: Analyze requirements, conduct fit-gap assessments, and implement configurations/enhancements for sales orchestration, including integrations with Oracle EBS (via MuleSoft/SOA for order data), Google Geolocation (location intelligence), Xactly (commissions), and third-party tools (Thales EDI).

Hiring organization

Excel Nearshore

Employment Type

Full-time

Beginning of employment

ASAP

Duration of employment

Indefinite

Industry

MedTech

Job Location

Costa Rica

Remote work from: Costa Rica

Date posted

March 2, 2026

- Conduct root cause analysis (RCA) for issues, implement corrective/preventive actions (CAPA), and optimize processes to improve sales cycles in medtech contexts (compliant quoting for neuro/sensory devices, geolocation privacy for PHI-linked logistics).
- Enforce compliance and security: Align processes with ISO 27001, HIPAA/GDPR (for PHI in sales data), and FDA guidelines; manage user access (RBAC), audits, and data encryption.
- Drive automations and AIOps: Identify opportunities for AI enhancements (Einstein predictive scoring for sales leads, automated commerce recommendations) to support year-over-year cost reductions and innovation fund initiatives.
- Collaborate with POD teams like Revenue/Service Cloud, Oracle EBS on cross-platform issues; contribute to QBRs with insights on medtech trends (AI in personalized device sales for 20% conversion lifts, per Salesforce reports).
- Maintain documentation for configurations, flows, and change management; participate in Change Advisory Board (CAB) reviews and user training.
- Support minor development: Assist with Flow Builder, Apex/Visualforce (if needed), and testing for updates/migrations.

Success Metrics:

- Achieve 98% sales pipeline accuracy and 95% commerce uptime SLAs, measured monthly via Salesforce reports, minimizing medtech revenue disruptions.
- Reduce MTTR for sales/commerce incidents by 15% YoY through RCAs and automations, tracked in ITSM tools.
- Complete 100% of quarterly compliance audits (e.g., ISO 27001/HIPAA) with zero findings in CRM areas.
- Implement 10-15% process automations (Einstein predictions) annually, contributing to yearly cost reductions and reviewed in innovation reports.
- Attain CSAT scores >4.5/5 on handled tickets and QBR feedback, with demonstrated value (e.g., 10% faster sales cycles via optimizations).

Qualifications

- 7-10 years of functional experience with Salesforce Sales Cloud and Commerce Cloud in Lightning environments, including CPQ, Einstein, and storefront management.
- Strong understanding of end-to-end sales/commerce flows, including integrations with ERP (Oracle EBS via MuleSoft), geolocation APIs, and commissions tools in regulated industries like healthcare/medtech.
- Proficiency in configuration (objects, workflows, validation rules, page layouts), troubleshooting, and reporting (dashboards for forecasting).
- Solid understanding of sales processes and Strong experience with Salesforce B2B Commerce Cloud
- Familiarity with ITIL processes (incident, problem, change management) and ITSM tools for ticket handling.
- Knowledge of healthcare standards (PHI privacy in sales, FDA compliance) and ISO 27001 controls (e.g., access/logging in CRM data).
- Excellent analytical and communication skills; ability to translate business needs into Salesforce solutions empathetically, focusing on impacts.
- Bachelor's degree in Business, IT, or related field.

Certifications:

- Salesforce Certified Sales Cloud Consultant; Commerce Cloud Developer or

equivalent.

- ITIL Foundation preferred.

Contacts

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