



## Gene Manuel is a recognized ServiceNow expert—but he didn't start that way



### Meet Gene

Gene Manuel is a Now Creator and senior business systems analyst with Cask NX. With 20 years of experience in IT service management as a developer, administrator, and consultant, he provides guidance and best practice approaches to help customers transform the way they work using the Now Platform®. Gene has used a wide variety of industry processes and ServiceNow modules, including ITSM, Agile, CMDB, Asset Management, and GRC.

After working with another company's platform for most of his career, Gene feels that working solely with the Now Platform is a move to "the winning team." Since ServiceNow is a such a comprehensive and holistic platform, he knew he had a lot to learn.

### Starting his ServiceNow training and certification journey

With years of experience in IT service management, Gene found himself with an opportunity to work with the Now Platform full time. It was a big change to go from being a seasoned professional and vendor of one platform to switching to another. He was already familiar with ServiceNow through the Developers Portal and had an instance to explore the tools and modules. But according to Gene, "the quickest way to get fully up to speed was to dive right into training and, more importantly, get certified."

### Certification helped boost his career and enhance his credibility

Gene recognized a growing trend in demand for ServiceNow resources. While there are many professionals who have ServiceNow experience, those with experience and certification were receiving more visibility. Realizing the importance of getting certified, Gene set a goal to get trained and get certified. The first step in his certification journey was the ServiceNow Fundamentals course, which is a prerequisite to the Certified System Administrator test. Gene felt it was important to have both of those as a foundation to build on his platform knowledge and experience. "It's like the 'Go' space on the Monopoly board," says Gene, "you have to start somewhere, and that set me off in the right direction." He also completed several micro-certifications, something he had never seen from any other vendor, finding them a "unique and great way to get familiarized with the features and methodology specific to the platform." Upon earning his certifications,



PARTNER NAME:  
**Cask NX, LLC**

INDUSTRY:  
**Business management**

COMPANY SIZE:  
**Small (under 5,000 employees)**



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– Gene Manuel, Senior Business Systems Analyst, Cask NX LLC



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he shared his success with his team and on social media platforms. The reception online was positive and many contacts in his network reached out to him to ask how he was able to earn his certifications quickly. This led to opportunities to speak about his certification journey in webinars and sessions at Knowledge 20. Gene's colleagues and networking contacts often refer people to him that are looking to start their ServiceNow journey.

### **ServiceNow provides a path to success**

Gene found the ServiceNow virtual training valuable. The challenges of finding a class and traveling to a location (if there isn't a class nearby) are mitigated by an interactive session that allows the learner to work directly with the instructor. He says, "the instructors have been phenomenal, not only do they have a solid understanding of the subjects they teach, many of them have great real-life experiences to share because they actively use the platform."

### **Stay relevant and current**

According to Gene, two other things to consider are cynicism and complacency. Peers or colleagues may not see any value in continuing education or certifications. Additionally, they may "balk" at having to commit time and financial resources for training, especially if they've been in the role for some time. That often leads to complacency. Everyone gets busy, time gets away from all of us. However, don't use it as an excuse to put off or delay training. Don't let the cynic discourage you and don't let complacency lull you into a false sense of security. Every bit of training is valuable, whether it's a three-day course or a ten-question test. To stay relevant, you're going to need to stay current." The digital platform landscape is constantly adapting and changing. By staying current on his certifications and keeping up with the latest features and trends, Gene can continue providing value as a thought leader and champion of the Now Platform.

To start your own path to becoming a ServiceNow expert, please visit [Now Learning](#).