



Sumit Mathey

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Current Company

- KPMG India Services LLP India

Core Specialization

- Salesforce Architecture
- Salesforce Solution Design
- Salesforce AppExchange
- Product Development
- Project Management
- Project Budgeting & Finance
- Project Planning

Domain Experience

- Retail
- Manufacturing
- Corporate Finance
- Healthcare
- Banking
- E-Commerce
- Education
- Waste Management
- Telecommunication

Quick Summary

A visionary equipped with an extensive background in providing top notch leadership in expansion of solutions and services within the consulting domain. Responsible for earning the right to be a trusted advisor to the customer, with the primary goal of helping customers generate significant business value from their investment. Managed the implementation of 75+ full life cycle projects far across various domains like retail, manufacturing, finance, healthcare, banking, and education.

Key Profile

- Overall IT Experience 22 years
- Overall Salesforce Experience – 20 Years
 - Salesforce Consultant /Administrator: 3 years
 - Salesforce Solution Architect: 12 years
 - Salesforce Technical Architect:12 years
 - PM Experience 12 years
- Expertise in rapidly setting up and growing new line of business on new and emerging technologies such as Salesforce, Shopify.
- Experienced in analysing the businesses of companies, requirements gathering, leading and managing Salesforce CRM projects end-to-end, building architecture for applications including database, logic & user interface.
- Experienced in leading offshore teams, managing project deliverables, dealing with project allocation and budget. Followed agile methodologies (scrum) for the project management tools like, JIRA, PIVOTAL TRACKER, MS PROJECT, MONDAY.com, ASANA.
- Built international sites to expand e-commerce presence and generate sales while leading three redesigns on multiple platforms through rebranding initiatives.
- Experienced in preparing the Business Requirement Documents (BRD), Solution Proposals and Estimations for the projects by documenting business needs and objectives, current operation procedures, problems, data scope, and functional requirements.
- Experienced in implementation and maintenance of projects on Sales Cloud, Service Cloud, Community Cloud, Marketing Cloud, Lightning Experience and Force.com using out-of-box features and customization with Apex, Visualforce, including UI themes Bootstrap, Lightning Design system.
- Designing and building 1:1 customer-centric cross channel digital marketing solutions for clients using the Salesforce Marketing Cloud and other tools like DATORAMA, MARKETO to integrate with Sales Cloud.
- Experience using marketing automation tools like Salesforce Pardot, Mail Chimp, Vertical Response, Genius, etc.

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Education

- B.C.A from CCS University, Meerut, Uttar Pradesh
- Pursuing the Advance Diploma in Project Management from IIT, New Delhi.

Certifications

- Certified Datorama Administrator (Salesforce Company)
- Microsoft Certified System Engineer

Awards

- Received the Rising Award of the quarter by Mr. Arun Kumar, CEO KPMG Assurance and Consulting Services LLP in March 2021.
- Received the best employee award by Mr. Rakesh Agarwal CEO Cloud Certitude Pvt. Ltd. In August 2020.

- Experienced in building wireframes using Lucid Charts, MS Visio and expertise in preparing training documents as well as conducting training to clients, team members and stakeholders on implemented features and new Salesforce features as well.

CAREER DETAILS

KPMG ASSURANCE AND CONSULTING SERVICES LLP

Manager – (October 2020 – Present)

- Leading a project team (team of 25 developers) in delivering a solution to the customer and managing overall project performance, NFR, scope, cost schedule and contractual deliverable which includes applying techniques for planning, tracking, change control and risk management.
- Successfully brought in the business of 5.5 CR in an annual year.
- Responsible for managing all project resources and establishing communication plan with the project team and the customer and providing day to day project status.
- Involved extensively in maintaining the strategic relationship with OEM partners and vendors.
- Manages commercial aspects of an engagement to achieve desired levels of Quality & Profitability; including expected utilization and productive targets.
- Contributes towards the development of case studies, proposals, deliverables or other valuable engagement knowledge.
- Responsible to provide proper risk training to the peers required by the member firm.
- Responsible to manage the end-to-end budget planning for the entire project.

CLOUD CERTITUDE PVT. LTD.

Senior Technical Architect (June 2019 – October 2020)

- Managed the Sales & Marketing along with served as Salesforce Technical Architect for cloud certitude team.
- Involved in all strategic key decisions of the organization which includes key partnership with Salesforce India & Jitterbit Inc at a global level.
- Responsible for profitable sales growth in ESMB (Emerging Small Mid-Market) & Mid-Market based accounts.
- Established strong relationship with Salesforce Account Executives from both ESMB and Mid-Market along with senior leadership team in India in all regions.
- Conceptualized and developed Cloud Certitude Website in 5 days from an idea to go live.
- Led the strategy for all marketing vertical such as Salesforce, Online Webinars, Digital platforms, Tech Shows, etc.
- Directly managed the team of 65 developers.
- Ensuring delivery of all projects on time, on budget and meeting requirements and quality standards.

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Global Working Experience

- United States of America
- United Arab Emirates
- Singapore

SINGAPORE PRESS HOLDING (SINGAPORE)

Senior Technical Architect (May 2018 – May 2019)

- Designing and building 1:1 customer-centric cross-channel digital marketing solutions for SPH using Salesforce marketing cloud.
- Using Salesforce ecosystem to provide the best user experience to internal team.
- Implemented digital marketing solutions using Salesforce Marketing Cloud & Pardot
- Applying best practices to streamline business processes by leveraging capabilities of Salesforce with my enterprise level architectural expertise.

BONT SKATES INDIA PVT. LTD.

Head India Operation (December 2017 – 2018)

- Implementation of Salesforce Sales Cloud.
- Defined all social media strategies (includes Facebook, Instagram). During 6 months of time Facebook Page has recorded almost 38000 + live fans & 1050+ fans on Instagram.
- Bont Skate India was able to do the sales of INR 7,30,0000 (USD 100000) in 6 months and growing with increment of 25% per month.
- Help Bont Skates conducting many national level events to generate market visibility and increase in revenue.

R SYSTEMS INTERNATIONAL LTD.

Senior Technical Architect (August 2016 – November 2017)

- Provide Cost / Effort estimations, Technical Design for CRM (Force.com) project.
- Provided designing alternatives and best practices by contribution in design sessions.
- Conducted collection and analysis of functional, technical and non-functional requirements.
- Prepared architecture structure and designing documentation for software systems and applications.

FAKHURDIN HOLDINGS (DUBAI, UNITED ARAB EMIRATES)

Group CRM Head (December 2015 – August 2016)

- Architected a new CRM based on the Salesforce.com platform at group Level.
- Conceptualize and recreated the entire Fakhruddin General Trading Website and integrated with Google Analytics, Salesforce Pardot, Salesforce (web-to-lead) and with other social media platforms to get the better visibility and branding.
- Conceptualize and initiated the digital marketing concept for the group which generated the business of AED 10 Million in 3 months' time.

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Other Information

- Actively participate in Triathlon Events, Full Marathons events globally.
- Represented India in Inline Speed Skating from year 1997 – 2002 for 2 World Championships (France, Belgium)
- Participated in Roller World Cup representing India in United States.
- National Inline Skating Champion from the year 1998 – 2002
- State Inline Speed Skating Champion from Uttar Pradesh from year 1996 – 2002.

R SYSTEMS INTERNATIONAL LTD.

Technical Architect (August 2013 – November 2014)

- Plan and manage RSIL global P&L for Salesforce.com, working with our leadership to ensure organization meets billings, revenue, and margin and utilization targets.
- Implemented Salesforce for Internal Users & for External Clients.
- Implemented best practices consistent with an agile development methodology.
- Taking impactful features from idea to implementation.

UNITECH LIMITED

Program Manager – (August 2010 – July 2013)

- Architected a new Customer Relationship Management System based on the Salesforce.com platform.
- Initiated and executed entire data migration from FoxPro to Salesforce.com.
- Managing resource allocation and utilizations.
- Develop and manage cross functional program schedules; identify risks, manage scope and resource changes and monitor progress against the plan.

ASTADIA INC.

CRM Analyst – (March 2009 – July 2010)

- Worked closely with product management and developers in understanding the product requirements, planning, development, and release management of the product.
- Developed the training content / technical documentation / and provided the END User Training and consultative training.
- Interfaced directly with customers through entire product life cycle including requirements, implementation, and support.

SPEEDO CORPORATION

Business Owner – (April 2001 – November 2008)

- Company worked as the authorized distributors of Trek Bicycle Corporation (USA) and its subsidiary units in INDIA.
- Recognized as the best suppliers in Asia by Trek Bicycle Corporation.
- In 5 yrs. of span company worked with Cycling Federation of India, Indian Railways, Services Control Board of India, Indian Air force, Punjabi University, etc.

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KEY PROJECTS

Automobile

- Maruti Suzuki India Limited
- Fiat Chrysler India Limited (Jeep Compass)

Print & Media

- HT Media Limited
- Singapore Press Holdings

Manufacturing

- Tata Metallica Limited
- Valvoline Cummins Private Limited
- Gujarat Fluoro Chemicals

FMCG

- Reckitt & Benckiser

Waste Management

- Veolia Environment Singapore Pte Ltd.

Consumer & Retail

- Whirlpool India Limited
- Panasonic Singapore

Corporate Finance

- Uni-FD Unitech Limited
- AL Mal Capital, Dubai
- Marqeta, Inc., United States
- Houlihan Lokey, United States
- Rasmala Investment Bank, Dubai

Healthcare

- University of California, San Francisco (UCSF)
- Human Care Systems