


# Sudheendra Kumar Karri

[sudheendra.karri@gmail.com](mailto:sudheendra.karri@gmail.com) | 510-736-7974

 [linkedin.com/in/sudheendrakarri](https://www.linkedin.com/in/sudheendrakarri)



## OVERVIEW

---

- Proven experience in Application Delivery & Product Management
- Demonstrable record of successful project implementations across Hi tech, Financials & Retail
- CRM implementation on Sales & Marketing Cloud offerings – Sales Process Automation, Partner Communities, Multi Channel Customer Engagement
- Technology adoption & IT strategy for the Corporate & Delivery organization.

## EXPERIENCE

---

**Riverbed Technology** : CRM Product management

**Feb '16 – To date**

- Support Sales, Channels & Marketing organization around CRM initiatives on Salesforce & Communities platforms
- Partner relationship management capabilities for improving Channel Partner processes around Deal Registration, Partner onboarding, Quoting & Ordering
- Marketing automation – Eloqua / Marketo CRM integration for executing & monitoring email/web campaigns to funnel leads, build and nurture the sales pipeline

### Accomplishments :

- Execute and transition a lightning upgrade of the Salesforce CRM platform
- Automate Partner onboarding & Contract management processes using DocuSign – Apttus
- myRiverbed Communities mobile app roll out for Channel field sales

---

**Macy's Inc** : Systems Consultant

**Nov '14 – Feb '16**

- Lead requirements discovery workshops, develop functional specs & design documentation to support technology initiatives at Macys.com and Bloomingdales.com
- Work on projects under Macy's Omni Channel initiative to deliver a uniform customer experience across store, web, mobile and social media platforms.
- Prioritize feature-level user stories, maintain stack ranks to align with the overall project vision.
- Facilitate release planning, review and retrospective meetings. Work with Release and Product management groups to plan delivery schedules for project releases.

---

**First American Title** : Business System Analyst

**Apr '08 – Aug '14**

Support the design rollout and administration of First American's comprehensive sales and customer service programs

**Responsibilities**

- Lead requirements discovery workshops, develop functional specs & design documentation.
- Write user stories to effectively gather and manage requirements to model business domain.
- Work with Product owners and business teams to continuously refine the Product backlog.
- Prioritize feature-level user stories, maintain stack ranks to align with the product vision.

**Accomplishments :**

- Successful implementation of a CRM solution in a short span of 6 months. A 40% increase in adoption rates coupled with piloting into new business units.
- Spearhead design and roll out of First American's core products supporting Underwriting systems, Claims & Settlements and Title searches

---

**Tavant Technologies** : Software Engineer

**Apr '05 - Apr '08**

**Responsibilities**

- Build and support enhancements on 'Loan Genius', a customer facing portal and pricing solution
- Web-enable the mortgage lending process from origination through funding and closing.
- Customise Pricing & Compliance engine built on iLog's JRules / Jconfig platform.
- Manage vendor-client relationships and collaborate with offshore teams for project delivery.

**Accomplishments**

- Supported completion of the CMM Level – 4 certification audit.
- Level-2 Financial Domain Certification in Banking and Capital Markets.

---

**Kanbay Inc** : Associate Consultant

**May '03 - Apr '05**

**Responsibilities**

- Customize WebSphere Commerce Suite's out of the box subsystems to fit customer needs.
- Work with technical leads to come up with a suitable design and build solutions.
- Cater to fresh requirements / change requests originated by the business.
- Develop source code , track and remediate application defects using the bug tracking tools.
- Participate in code, design and test case reviews towards ensuring high quality of deliverables.

## **Skills**

---

**CRM** : Force.com, Partner & Customer communities, Lightning, Eloqua / Marketo, Apptus CLM

**Process tools** : Agile & JAD methodologies – Visio & UML for modeling, Confluence, Version One, JIRA

**Databases** : SQL Server 2012, Oracle 11g, IBM DB2, SQL profiler

**Versioning** : Tortoise Concurrent Versioning System (CVS), IBM Rational ClearCase , Perforce

## **Education**

---

**Indian Institute of Management, Bangalore**

**2011 – 2012**

Technology management certificate program (GMITE)

**Bangalore University**

**1997 – 2002**

Bachelor of Engineering in Computer Science