MANEESH AGARWAL

Experienced Functional Architect & Lead (Order to Cash)

6x Salesforce Certified & Apttus CLM/CPQ Certified

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Experienced Architect/Consultant driving optimal Business Technology solutions around **SAP and Salesforce CRM/ Order to Cash** for ~19 years.

Strong experience working in Contract Management, Order to Cash, CRM, **CPQ, Pricing, Usage based billing** across industries including Financial Service (Leasing), Media & Entertainment, High-Tech and Healthcare.

- ✓ **Product Management** for Industry defining CPQ/CLM Products- Apttus, Icertis

- ✓ Solution Lead on **Pricing & Usage Based Billing** for two key large global roll-out projects. Certified in Salesforce CPQ, Apttus CPQ and now planning for SAP BRIM Certification.

- ✓ Delivery experience of more than **8 SAP Projects** implementing **CRM, Order to Cash** business processes across global engagements.

- ✓ Designed and built Custom **Pricing & Usage Engine (20k Hours+)** for Media & Entertainment business with integrated Usage and Billing.

- ✓ Functional Lead for **Pricing & Billing** for complex Financial Service (Leasing) SAP implementation

- ✓ **Authored Article(s)** on **Pricing & Usage business scenarios** for Media & Entertainment

Education

- MBA from **IIM Lucknow, India (**Systems and Operations)
- B. Tech from **IIT Bombay- India** (Mechanical Engineering)

Certifications

Salesforce CPQ	**Apttus CPQ**
Salesforce Salescloud	Apttus CLM
Salesforce Admin	Icertis CLM
Salesforce Advance Admin	**SAP CRM**
Salesforce App Builder	**SAP SD**
Salesforce ServiceCloud	
	Pursuing SAP Billing & Revenue Management
Pursuing Salesforce Dev 401	

Professional Experience

Solution Architect at Warner Brothers

Oct'18-
Present

- **Functional Lead: Consumer Products Transformation**

  Implementing Contract Management, **Pricing**, **Usage & Billing** in **SAP** & **Salesforce** integrating Salesforce, Portal, DAM solution, SAP CRM & Financials.

  Working on **Salesforce** prototype to build Portal Integration with SAP CRM contract management.

  Designing (*personal*) Contract & Rights Management features in **Salesforce** using Custom Objects, Process Builder, Flows and Apex/LWC & Platform events.

- Helping build Technology roadmap for **Rights Management and Contracting Solution at Warner Brothers** by leading design workshops, Solution migration, solution decommissioning and help Business sell to new Media (OTT) amidst organization wide Business Consolidation.

- **Conversion Lead**: **Turner to Warner Brothers**
  Successfully managed Conversion of Turner Deals into SAP CRM IPM that helped in reducing data redundancy and reduce time spent in Rights availability check by making it more accurate.

- **QA Lead**: **OneTVD Project at Warner Brothers**
  Successfully managed global QA and Deployment working across functional teams helping go-live on time with rich documentation and zero P2 defects.

Apr'18-
Oct'18

Operating Partner-Technology
Adi Partners, Pune, India
Adi-Partners is a UK based boutique Investment Banking startup that connects Buyers and Startups across Technology, Healthcare and Fintech space.

- As **Business Head,** helped setup Fintech startup (AdiFi) in India (2018) with detailed competitive analysis, industry research, partner management and launching Credit Card Fintech Product and a Conversation ChatBot in India.

Apr'17-
Apr'18

Product Management
Apttus, Pune, India

- Product Management at **Apttus** building scalable cloud platform features (Apttus Intelligent Cloud) (Schema Management, Advance Rules Management, Formula Editor, Email Template Management, UI Framework) to support CPQ, CLM Products at Apttus.

- Drive Feature backlog & release planning, working with Professional Services, Sales & Engineering teams.

- Led Sales Pursuit for Apttus **Salesforce CPQ** and Rebate Management for large Industrial Client working with cross-Apttus, Genpact teams by building coherent and streamlined solution design

Jan'17- Apr'17	**Associate Director- Product Management** **ICERTIS Pvt Ltd, Pune, India**

◈ Product Management for a SaaS based CLM (Contract Lifecycle Management) Product at **Icertis (***Unicorn now in CLM space***)** improving Approval Management, ideating Supplier Relationship/Contract Management.

Jan'16- Dec'16	**Deputy General Manager- M&E Practice** **HCL Technologies, Noida, India**

◈ As **Deputy General Manager, Pre-Sales, Maneesh led** M&E-Broadcasting micro-vertical at HCL technologies (2016) and led multiple Sales Pursuits, building Proof of Concept and presenting innovative solutions to M&E Customers at Media Lab at HCL technology.

Mar'09- Jan'16	**Manager (2011-2016) Sr Consultant (2009-2010)** **Capgemini US LLC, Los Angeles, USA**

Mar'09- Jun'14	**Team Lead, SAP IPM Implementation at WB International TV Distribution**

◈ Led Contract Management team (***max size ~18***) at Warner Brothers designing business processes around Contract Lifecycle, Renewals, Amendments and Pricing - Flat/Subscription/Usage based Billing for **International TV Distribution.**

◈ **Led integration** across various Warner Projects (Corporate, theatrical) and across various functional knowledge area (ECC/ BI) and helped improve team communication and saved cost and efforts in overall solution design.

◈ Worked as Rights Management Functional Analyst designing Product Setup, Rights Hierarchy (Media, Territory, Language) working with entire WB organization stakeholders -legal, Home Entertainment, TV Distribution, Corporate IPM.

Oct'14- Dec'15	**Enhancement Lead at SAP IPM Project at Warner Brothers**

◈ Led 18+ multi-vendor onsite/offshore team with a budget of 2.5 Million+ in executing multiple Agile Projects on complex SAP landscape (CRM/ECC/BI) for multiple business units at Warner Brothers that helped stabilize the complex SAP solution.

◈ **Led QA effort for HANA migration** for SAP CRM IPM solution that helped improve system performance and reporting capabilities.

Jan'08- Jun'09	**Sr Consultant** **TVS Infotech, USA**

- SAP CRM IPM Implementation at Warner Brothers, Burbank, USA (Mar'09-June'09)
- SAP CRM service implementation at Bowe Bell Howell, Durham, NC (Aug'08-Oct'08)
- SAP CRM sales (Opportunity Management) implementation at Cardinal Health, Dublin, Ohio (Feb'08-July'08)

Apr'04- Dec'07	**SAP Consultant** **SAP India, Bangalore, India**
Dec'05- Dec'07	**SAP CRM Leasing implementation at Fortis Lease, Belgium**

- **CRM Pricing/Billing Lead**: Led **Pricing, Usage & Billing** areas for implementing SAP IS Lease solution at Fortis Lease, Belgium. Solution included SAP's first complex Service Leasing setup including Milestone Billing with EMI, Constant Capital Payments, Usage based billing and other complex change Management (Early Buyout, Termination) scenarios modelled using standard SAP.

- Designed and configured key areas including Pricing Procedure, Field Catalogue, Condition Types, Formulas, Usage Data Values, Bill Plan Types, Accounting Integration.

- **Led Integration** across multiple functional areas including SAP Service Management, change control, Pricing, master Data, Transaction customizing etc.

July'05- Nov'05	**SAP CRM Marketing Implementation at SAP Global Communication**

- SAP Global communication being Public relation/communication department of SAP was coming on SAP marketing solution and this project involved requirement gathering, design, gap analysis, configuration and solution delivery.
- Key SAP CRM functionalities configured are- Target Groups, Market Segmentation, campaign Management, generation of Call List, Email response Management systems.

Jul'2000- May'2002	**Project Lead/ Developer** **Startups (Decision Craft Analytics/Netesolutions)**

- Led light client, optimized Mobile Imode Browser development for Japan based client of Netesolutions
- Led development of Voice Chat and Web based Call Center (Chat) products for Netesolutions.
- Project Manager for Contact Sheet application for ABAG

Technical Skills

Salesforce	• Lead to Order/Contract Management, • CPQ • Approval Process • Workflow, Process Builder • LWC, Javascript, HTML, • Apex, Visualforce, • Billing Specialist Superbadge • Trailhead Ranger (100 Badges) • Apttus CPQ • Apttus	• Case Management, • Knowledge Management • Chat • Omnichannel Queue based routing • Service Cloud Specialist Superbadge
SAP	• Contract Management • CRM Service Order Management • SAP IS Leasing Industry Solution (Financial Service)	• Order to Cash • SD/ Logistics Execution • SAP IS IPM Industry Solution (M&E)