### Vivekanandan Ramasamy

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### SUMMARY:

* Over 15+ years of IT experience in Project Management, Business Analysis, Quality Management, Administration, Development and Project Management experience in Veeva, Salesforce.com, Siebel CRM.
* Over 12 years of experience in Salesforce.com as Technical Project Lead and Project Manager, Business Analyst, Technical Design, Administration , Requirement Gathering and Analysis and Development.
* Over 6+ year of experience in Veeva as Project Manager, Quality Team Lead, Business Analyst, Technical Design, Administration, Requirement gathering and Analysis and Development.
* Certified Project Management Professional (PMP), Veeva CRM Admin, Salesforce Administrator and Salesforce Platform Developer 1 and Salesforce Advanced Administrator.
* Experience in Agile concepts and Scrum techniques in the projects.
* Managed delivery of large scale projects, big teams geographically dispersed simultaneously from start to finish.
* Worked in various business units like Pharma/Life Sciences, Banking and Finance, Insurance, Commercial Sales and Service Areas.
* Leading the testing team and maintaining quality control, performing root cause analysis, identifying problems and Incident Management.
* Act as Liaison and manage between Business Users and the development team.
* Have knowledge of Veeva Administration, Salesforce Sales, Service Cloud.
* Product Launch plans and enablement and coordination between different teams in the launch.
* Understanding the Business logic and analyzing and solutioning the Requirements and preparing the Business Requirement Document, Functional Requirement Document, Technical Design Documents, Unit Test Documents.

### MAJOR ASSIGNMENTS:

**IQVIA Feb 2021- Till Date**

**Designation: Associate Director – Client Services – Salesforce Professional Implementation Services**

**Roles & Responsibilities:**

* Implementing Salesforce Solutions for the Digital Trial Management Suite for the Risk Based Monitoring applications and Clinical Trial Management Solutions.
* Working with the multiple product teams and prepare the roadmap for the releases of each product and for the customers.
* Creating Technical roadmaps for the projects with the different teams.
* Working with multiple different technical teams and getting the work done in the implementation of the projects.
* Managing and leading the delivery of the products as a product Manager.
* Interacting with Business stakeholders and IT team to understand the requirements and timelines for the completion of development of the product.
* Handling the technical changes and creating the environment with all the new functionalities built in Salesforce.
* Work with the development and the testing team to get the changes developed and tested completely.
* Working with Customers and solutioning the requirements.
* Manage multiple concurrent IT projects of various sizes in agile and scrum concepts.
* Working on project budget plan, resourcing, risks to implement successfully.

**Cognizant Technology Solutions June 2017 – Feb 2021**

**Astrazeneca Veeva/Salesforce Service – Wilmington, Delaware, USA**

**Designation: Project Manager/ Deployment Lead, Veeva/Salesforce NA SME/Business Analyst**

**Roles & Responsibilities:**

* Service Team Lead and managing the tickets in Service Now and the issues which are raised by the business including Commercial Operations, Content Management, Sampling Solutions, Event Management teams.
* Maintaining and Following up on the Emergency change requests and the high priority tickets.
* Partner with Commercial Business Stakeholders to understand their goals and objectives to create value for the business through technology.
* Encouraging the Support Team to create more Knowledge articles and validating and approving for uploading in Service Now as KB articles.
* Maintaining and Monitoring the KB articles and effective usage of the same for analyzing the tickets.
* Identifying the complex business functionality and helps in solving the business problems and solutions provided to handle.
* Coordinates with the business, understanding the pain points and issues the field force is experiencing and helps in providing solutions.
* Worked as Agile project Manager with multiple teams to coordinate the release of the project.
* Conducting scrum meetings to track the progress.
* Works on change requirements and providing business and technical solutions to the team.
* Preparing test scenarios and sharing it with the testing team.
* Helping the business in performing the UAT and also validating to make sure all the test scenarios are covered.
* Creating Traceability matrix to make sure all requirements are covered in the development process.

**Valeant Pharmaceuticals International May 2015 – June 2017**

**Bridgewater, New Jersey, USA**

**Designation: Project Manager/ IT Administrator (Sr. Business System Analyst)**

**Roles & Responsibilities:**

* Maintaining and implement Salesforce Application of Oncology, Dental and DERM/SALIX pharmaceutical Veeva and Salesforce instances.
* Understanding the business requirements from the Sales Operations, Technical Operations, Call center Operations team.
* Intermediate, escalate, negotiate the requirements between the business stakeholders and other teams.
* Analyzing the business requirements from the team and providing solution to the team.
* Single point of contact for the entire changes related to the Salesforce and Veeva Systems.
* Designed and developed based on the requirements.
* Created Design Documents, Requirement Documents based on the input from the client.
* Maintaining the security systems, Change Control and IT security best practices of Valeant.
* In charge of the complete Admin activities for the application.
* As part of production support encourages business to use Service Now to raise tickets related to users, so that it can be used as a medium to track issues.
* Helps in all identification of problems and performing root cause analysis for the issue and providing solutions.
* Performing all Admin related activities.
* Maintaining the user accounts and other details related to Vault.
* Updating the permissions for the approval process and workflow in Vault.
* Created Validation rules to satisfy the business requirements in Salesforce.com.
* Created Test Cases, Test Scripts and performing Unit testing and UAT.
* Deploying the Changes to production using Change Sets.
* Creating and updating Triggers and Visual force pages.
* Implementing Sales and Service Cloud.
* Worked with Offshore Informatica team to develop smooth interaction of data for the PDMA Compliance integration for Data reconciliation.
* Performed Smoke testing in production before delivering to the business users.
* Providing updates to the clients and manager related to project.
* Created outbound messages using workflows and integration with Informatica and Data warehouse.
* Post production Support
* Managing the team of Offshore members who works in handling the changes in Salesforce and Veeva Applications.

**IGATE Global Solutions- US Oct 2012 – May 2015**

**Designation: Technical Project Lead /Salesforce Business Analyst**

**Roles & Responsibilities:**

* Analysis of requirements, Discussion with the Sales persons and Sales Managers about their business needs.
* Impact analysis of the requirements and preparing Business and Functional Documents.
* Involved in complete administration activities of the application.
* Created Design Documents and Requirement Documents based on the input from the client.
* Created Users, workflows, Approval process, Validation rules, profiles, Roles Hierarchy in Salesforce to enable the Sales person from different regions to work effectively.
* Loading of Data from Deal pro and other applications to Salesforce.
* Migrating opportunities and projects from Sales personnel records to Salesforce.
* Created Reports and Dashboards to show the different Sales and Service pipelines
* Developed Validation rules and Workflow process based on the requirements.
* Creating Email Services from workflows and Time triggered actions based on the Sales procedures.
* Written Triggers and Scheduled Jobs to automate the stage conversion process.
* Written triggers to automate the entitlement assignment and milestone completion process in service cloud.
* Implemented Salesforce Service Cloud for the Buy to pay Accounts team.
* Created Email to case functionality which enables case creation based on the email sent.
* Creating Milestones and implementing Milestone logics to respond to the cases.
* Maintaining User access and Licenses across the entire application.
* Fixing production issues and also testing of the development functionalities.
* Creating Knowledge and articles set up across the organization.

**Isoft Innovations pvt ltd Oct 2009 –July 2012**

**Designation: Team Leader**

**Chennai, Tamil Nadu, INDIA**

**Roles & Responsibilities:**

* Participated in Business meetings with the customers understanding the requirements, performing Analysis and design, development and maintenance of the project.
* Created Business Relationship Document, Requirement Document, Test Case Documents.
* Creating Profiles, Roles, Validation Rules, Page layouts, Record Types, Custom objects, Custom Fields based on the requirement.
* Creating Users and Setting up the environment to enable the users work effectively.
* Migration of Customer records from Local Data base systems to Salesforce.
* Created Work flow rules, time based work flows, Email Templates for email services in Salesforce.
* Created Reports and Dashboards to show the different purchases and the market strategy during each quarter
* Used Docu-sign tool from the appexchange product for the generation of Insurance documents and providing signatures of the customers automatically.
* Participated in a complete SDLC of the application starting from Analysis and including design and maintenance of the project.
* Designed and developed based on the requirements.
* Created Design Documents and Requirement Documents based on the input from the client.
* Created Functional Specification documents, Business relation documents, Technical Documents for the Developers to understand the business.
* Created Data Model and the flow Structure of the data into the SFDC Application.
* Created Custom fields, Page layouts, profiles, roles, workflow process, approval process for the entire business.
* Created Multiple reports and Dashboards which shows the sales numbers of the drugs.
* Migration of Data from Siebel to Salesforce.
* Maintaining the Custom Objects, validation rules, Workflows, reports belonging to the Service Max console.
* Improving the triggers which are in Service Max portal enabling the scheduled classes for the Service Team to improve the business logic and maintain the sales of the team.
* Helped in the integration of the project with the existing functionality.
* Involved in user testing and Business validation testing.

**Tata Consultancy Services Dec 2005 - Mar 2009**

**Designation : Module Leader**

**Chennai, Tamil Nadu, INDIA**

**Roles & Responsibilities:**

* Participated in a complete SDLC of the application starting from Analysis and including design, development, implementation and maintenance of the project.
* Understanding the business functionality.
* Preparing the Feasibility Study of the requirement Document.
* Preparing Design Specification Document.
* Helped in Migrating from Siebel 7.8 to Siebel 8.0
* Coding in Siebel, Writing Scripts and coding to the requirements provided.
* Preparing IQA, EQA and Final Inspection Documents for the project.
* Running test cases and Analyzing test scripts.
* Performing Internal Audit for the project.

### EDUCATION QUALIFICATIONS:

**Master of Technology** in **VLSI Design** From **Bharath Institute of Higher Education and Research** , Bharath University, Tamil Nadu, INDIA during **2003 -2005**.

**Bachelor of Engineering** in **Electronics and Instrumentation** from **R.V.S College of Engineering and Technology , Madurai Kamaraj University**, Tamil Nadu , INDIA during **1999 – 2003**.