

Salesforce Certified System & Application Architect

Salesforce Development professional with 12 years of work experience

Accenture Solutions Pvt. Ltd., Pune, India

July 2007 - Present

Salesforce Architect & Technical Manager (Since Jan'17)

For a major Healthcare Manufacturing Company from North America –

- Leading a team of **40+** members for a multi **M\$** annual revenue at **6%** higher profit than organization targets
- Design solutions & build Proof of Concepts for various business critical scenarios
- Conduct architecture review of salesforce implementation and propose required improvements
- Designed end to end architecture to accommodate multiple third-party system processes and integrations
- Implemented Customer Identity on Salesforce Identity platform for **200K** customers of **15** external applications
- Designed and developed customer user journey for Single Sign On & Self Help on Identity Platform
- Designed and developed customer user onboarding utility resulting **50%** acceleration in mass onboarding
- Achieved **40%** effort reduction using Strategy pattern for customer users onboarding on Identity platform
- Enabled **21%** reduction in support cases and customer complaints through communities' adoption
- Designed and developed **2** business features to boost customer identity platform adoption by **18%**
- Leading development for **04** multi-lingual communities on Community cloud
- Evangelize Accenture tools and assets adoption in client's technical landscape
- Technical SME reviews of multiple projects and process vs technical design trade offs
- **40%** YoY growth in client investment based on delivery excellence and business transformation
- Supporting RFP estimations, contract writing, contract renewal, project finance
- Managing staffing pyramids, project governance, engagement growth, project reporting & reviews
- Responsible for project execution & governance, resource management, training, rotation, pyramid refresh, enablement of freshers, cross-trained & experienced professionals
- Responsible for lateral technical professionals & fresh technology graduates hiring in organization

For a major Software Virtualization Company from North America (Dec'15 – Dec'16) –

- Owner of multiple major releases to platform for entire release cycle across modules
- Designed a solution for product rebate calculation to enable sales reps for **20%** faster quote creation
- Responsible for impact analysis of salesforce releases and platform optimization
- Responsible for estimations, scoping, prioritization of functional requirements
- Responsible for technical translation of functional requirements to development teams
- Responsible for designing, developing and maintaining multiple integrations with external systems

Salesforce Technical Lead (Sept'13 – Nov'15)

For a major Software Virtualization Company from North America –

- Technical lead of development team for multiple modules like Contract Life Cycle Management, Account, Opportunity, Order & Rebate Management, Territory Management & Outlook Integration
- Accelerated contract closure by **31%** using Apttus CLM & Apttus Approvals packages for CLM Implementation
- Improved partner lead conversion by **28%** through effective lead distribution and tracking implementation
- Implemented case & change management for different business teams
- Implemented multiple App Exchange products like Echosign, Qvidian, eValue Prompter & Apttus CLM
- Integration of Salesforce with external systems using SOAP/REST API (Web-services/Callouts)
- Responsible for design, development, UAT execution, code reviews, production deployment & optimizations

Senior Application Developer (Sept'10 – Aug'13)

For a major Software Virtualization Company from North America –

- Onshore technical lead for multiple sales CRM modules for 1 year
- Responsible for taking requirements from business stakeholders and transitioning to offshore team
- Onshore support lead for Sales & Service functionalities within SLA for 1 year
- Responsible for Quarter end support of Sales cloud implementation & regular maintenance releases

- Handled SFDC Administrative/Configuration tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Validation rules, Reports, Dashboards & Data Migrations
- Worked on customization using Apex Class, Batch Apex, Triggers, JavaScript, Visualforce programming

Application Developer (Sept'08 – Aug'10)

For a major Software Virtualization Company from North America (Mar'10 – Aug'10)

- Started SLA bound offshore support for L2 tickets for multiple sales cloud modules like lead, contact, account, partner management, partner onboarding and progression
- Worked from onshore location for 2 months & achieved **100%** response & **98%** resolution SLA
- Responsible for analyzing and triaging L2 support tickets and their timely routing to L3 team

For a major Communication & Digital Telephony Company from North America (Sept'08 – Feb'10)

- Responsible for gathering requirements for different modules in project from business analysts
- Worked on Apex triggers, classes, Visualforce pages, controllers, S-controls, workflow & approvals
- Designed, developed and deployed custom assignment engines for Leads & Accounts
- Implemented Territory Management, Campaign, Lead, Opportunity, Account, Contact Management, Partner progression, partner finder

Associate Application Developer (July'07 – Aug'08)

For a major Open Source Software Provider Company from North America –

- Development of Deal Registration approval process; resolving cases for Account Management, Opportunity Management, Lead Distribution & Deal Registration
- Built workflow, approval processes, s-controls, Apex Triggers and Classes
- Responsible for writing test scripts, performance & system integration testing execution of lead distribution engine and quote builder (a J2EE application integrated with SFDC)

Skills & Technologies –

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| • Salesforce Technical Architecture | • Salesforce Deployment & Data Migration |
| • SFDC Development Project Execution & Governance | • Release Support & Change Enablement |
| • SFDC Configuration, Customization & Integrations | • Platform Optimization & Performance Tuning |
| • SFDC Identity, Security, Communities | • Apttus CLM, Qvidian, ANT, Perforce, GitHub |

Salesforce Active Certifications –

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|---|----------------------------|
| • System Architect | • Platform Developer II |
| • Application Architect | • Platform Developer I |
| • Identity & Access Management Designer | • Service Cloud Consultant |
| • Integration Architecture Designer | • Sales Cloud Consultant |
| • Data Architecture & Management Designer | • Platform App Builder |
| • Sharing & Visibility Designer | • Administrator |
| • Development Lifecycle & Deployment Designer | |

Awards and Recognitions –

- Received multiple ACE & APEX Awards for Client & Customer Satisfaction, Continuous Improvement on SLAs and Origination & Growth Focus
- Received many client appreciations for delivery excellence, Ideating and delivering optimized solutions within set timelines

Education –

Bachelor of Engineering – Electronics & Communication Engineering / University of Rajasthan – June 2007

Personal Details –

Date of Birth – July 1st, 1985 / Married / Valid US B1 Visa