**THILAK THIRUPATHUR A picture containing drawing

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Description automatically generated Phone**: 8688652805

**Email ID**: Thilak.tirupathi@gmail.com

**Professional Summary:**

* Proficiency in SFDC Administration tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Tasks and Events.
* Extensive experience in analysing business requirements, entity relationships and converting to Salesforce custom objects, lookup relationships, master-detail relationships.
* Worked closely with Business Users to enable business processes using SFDC.
* Extensive experience in designing Custom Formula Fields, Field Dependencies, Validation Rules, Workflows, and Approval Processes.
* Experience in migrating data from legacy systems to Salesforce using Apex Data Loader.
* Have a good knowledge on APTTUS CPQ.
* Configured and maintained user security permissions in compliance with organizational needs.
* Strong knowledge working in teams implementing Agile Methodologies.

**Technical Profile:**

CRM : Sales force

Programming Languages : Apex Classes, SOQL

Web Technologies : HTML, Visual force, CSS

Operating Systems : Windows 7, WindowsXP.

Tools : Apex Data loader, Change sets, Workbench

**Work Experience:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Organization** | **From** | **To** | **Designation (Role)** |
| AG Technologies | Jun 2015 | Mar 2019 | Consultant |
| Capgemini | Mar2019 | Sep 2019 | Associate Consultant |
| Philips | Mar2020 | Till date | Senior developer (contract) |

**Professional Experience**:

**Project 1:**

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| --- | --- |
| Project Title | **Philips** |
| Technologies Used | **Salesforce CRM, Apttus CPQ** |

**Project Description:**

Philips Healthcare provides healthcare solutions for diagnostic, treatment, and preventive care. The company’s product portfolio includes CT scanners, ECG equipment, mammography equipment, monitoring equipment, MRI scanners, radiography equipment, resuscitation equipment, ultrasound equipment, molecular imaging devices, X-ray equipment, and more.

**Roles & Responsibilities:**

* Creation of new products and remodelling of existing products.
* Changing the visibility of products using constraint Rules .
* Support and enhancements based on tickets.
* Data migration support and products validation after migration.
* Created new User Accounts and assigned Profiles as per their role in role hierarchy
* Defined Org wide default to restrict access from users
* Requirements gathering , analysis and implementation

**Project 2:**

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| --- | --- |
| Project Title | **McAfee** |
| Technologies Used | **Salesforce CRM, Apttus CPQ** |

**Project Description:**

McAfee is now one of the world’s leading standalone cybersecurity companies. Inspired by the power of working together, McAfee creates business and consumer solutions that make the connected world a safer place for the benefit of all. McAfee, Inc. is an American global computer security software company headquartered in Santa Clara, California and, it says, the world's largest dedicated security technology company.

**Roles & Responsibilities:**

* Created new User Accounts and assigned Profiles as per their role in role hierarchy
* Defined Org wide default to restrict access from users
* Customized Page layouts for Standard/Custom objects and assigned Record Types
* Related Data Validation rules and Formulas as per business requirement.
* Worked with various salesforce.com Standard objects like Accounts, Contacts, Leads, Cases, Campaigns, Reports, and Dashboards.
* Created Workflow Rules to automate Tasks, Email Alerts, Field Updates, time-dependent actions
* Responsible for all the activities related to configuring Apex Data Loader, uploading data in CSV files into salesforce.com, checking for the correctness of the data.
* Configuring the products, stand alone, options, bundles, and multi-level bundles, in salesforce platform.
* Worked on pricing rules like Price metrics, price dimension, price rule sets
* Extensively worked on Numeric expressions, Attribute based configuration, attribute value matrix, and Product attribute rules.
* Extensively worked on IWA (Intelligent Workflow Approval process) and Advanced approval process in Apttus CPQ.
* Extensively worked on Apttus Incentives and Promotions, Constraint rules, and good knowledge on Price matrix, Price Ramps and Price Tiers

**Project 3:**

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| Project Title | **MAF Project** |
| Technologies Used | **Salesforce CRM** |

**Project Description:**

Majid Al Futtaim is a leading integrated lifestyle provider with brands across industries such as shopping malls, Hotels, Cinema, Hypermarket & much more.

**Roles & Responsibilities:**

* Maintained data cleanliness and accuracy by adding various Custom **validation rules** and Custom formulas.
* Created new User **Accounts** and assigned **Profiles** as per their **role** in role hierarchy**.**
* Defined **Org wide default** to restrict access from users, Customized **Page layouts** for Standard/Custom objects and assigned Record Types.
* Related **Data Validation rules and Formulas** as per business requirement.
* Worked with various salesforce.com Standard **objects** like **Accounts, Contacts, Leads, Cases, Campaigns, Reports, and Dashboards.**
* Created **Workflow Rules** to automate **Tasks, Email Alerts, Field Updates.**
* Responsible for all the activities related to configuring **Apex Data Loader**, uploading data in **CSV files** into salesforce.com, checking for the correctness of the data.
* Developed **Workflows** and **Approval Processes** for various functional needs in the application.

**Project 4:**

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| --- | --- |
| Project Title | **ASTER** |
| Technologies Used | **Salesforce CRM,Veeva** |

**Project Description:**

Aster is a company that develops, manufactures and distributes continuous glucose monitoring systems for diabetes management. It offers prebuilt functionality for all user groups, including primary care and specialty care representatives, medical science liaisons, and managed markets account executives.

**Roles & Responsibilities:**

* Having extensive exposure on Veeva CRM architecture.
* Having knowledge on Various Veeva Products.
* Solid understanding and experience on Territory & Role hierarchy management.
* Proficiency in Veeva administrative tasks like creating Cycle Plans, Surveys, Data Change
* Requests, creating new user, Coaching Reports.
* Proficient in Veeva-tizing Sand boxes.
* Thorough understanding about Closed Loop Marketing (CLM).
* Proficiency in working on Apex Data Loader.
* Having knowledge on Medical Events & Medical Inquiries.
* Having proficiency in preparing MOM (Minutes of Meeting) during client calls.
* Having experience in working issues of PMO Tool Kit& Bug Tracker Issues.
* Support in creation and maintenance of Standard Operating Procedures (SOPs), quality checklists

that will enable excellent quality outputs for all outputs within the function & finalizing SOPs.

* Support in developing and maintaining knowledge repositories that captures qualitative and

**I hereby declare that the above written particulars are true to the best of my knowledge.**

**Date**:

**Location**: **Thilak Tirupathur**