

# Gourab Mukherjee

## Consultant

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📍 Kolkata

### Professional Experience

#### Salesforce Consultant, *Brillio Technologies*

Jul 2020 – present | Kolkata, India

##### Project 1: Migration from MediaVlox and Appero quotes to Salesforce VLOCITY CPQ for a media company

- Led the discovery session with the external vendor and client team to map existing processes & created the to-be process map for Media Cloud Implementation
- Documented the requirements in consultation with the stakeholders, and created user stories with properly defined acceptance criteria
- Conducted sprint ceremonies and led the development team during the build phase
- Average quote document creation time decreased from 35 mins to 10 mins, thus giving a time saving of 70% to the Sales persona

##### Project 2: Customer Data Platform implementation using Rudderstack and AVO for a media Company

- Conducted stakeholder analysis to form a project team for CDP implementation
- Created project plan, and key milestones to be tracked
- Performed the role of a Project Manager and helped the implementation team coordinate with vendor team

##### Project 3: AppExchange product development for a cyber security company using Salesforce CRM Analytics & Google BigQuery

- Documented the Business Requirements for a customer Salesforce AppExchange product
- Strategized the roadmap for submitting the app for security review in Salesforce AppExchange
- Created the user stories, conducted scrum ceremonies, presented sprint demos and provided CRM analytics product consulting to the client team
- Documented the user guide, the app installation guide, and the App-exchange product listing guide
- Awarded the Brillian of the Month for leading the project to success

##### Project 4: Upgrading AppExchange SF lightning product based on SF Experience Cloud to Version 2.0 for a clinical trial management app for a Pharma-tech company

- Established user story acceptance criteria and groomed user stories during sprint planning and prioritized stories based on business needs
- Performed UAT along with business stakeholders

##### Project 5: Responding to RFPs and RFIs and creating pitch decks for clients as part of the pre-sales team

#### SAP BASIS Consultant, *Tata Consultancy Services*

Feb 2017 – May 2018 | Hyderabad, India

- Monitored, analyzed, and planned the system upgrades
- Executed the various change requests initiated by the client
- Received “A” performance rating, 2018

### Skills

Salesforce Consulting	● ● ● ● ●
Business Analysis	● ● ● ● ●
Documentation	● ● ● ● ●
Salesforce Sales Cloud	● ● ● ● ●
Salesforce Product Development	● ● ● ● ●
Salesforce Admin	● ● ● ● ●
Salesforce CRM Analytics	● ● ● ● ●
Salesforce CPQ	● ● ● ● ●
Customer Data Platforms	● ● ● ● ●
Salesforce Omnistudio/VLOCITY	● ● ● ● ●
Communication	● ● ● ● ●
Collaboration	● ● ● ● ●

### Awards

**Brilliant of the Month, *Brillio***  
2022

**Winner, Salesforce Badge Fest, *Brillio***  
2021

**Winner, Best end-to-end app Salesforce Einstein Analytics Global Hackathon, 2020, *Salesforce***  
2020

**ILP Kudos, *Tata Consultancy Services***  
2017

### Education

**B.Tech, Electrical Engineering,**  
*Heritage Institute Of Technology, Kolkata*  
Aug 2012 – Jun 2016 | Kolkata, India  
GPA- 8.45/10

**PGDM International Business,**  
*K J Somaiya Institute of Management Studies*  
Jun 2018 – Apr 2020 | Mumbai, India  
GPA- 9/10

### Certificates

- Salesforce Business Analyst
- Salesforce Einstein Analytics & Discovery
- Salesforce Certified Administrator
- Salesforce Certified App Builder
- Certified SAFe 5 Practitioner
- AWS Cloud Practitioner