

Anurag Srivastava

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Profile Summary

* An ambitious entrepreneur, Creative thinker & analytical problem-solver with demonstrated skill to account multiple simultaneous projects with good work ethics and positive attitude. I have 22 years IT experience of projects delivery to the highest standards, best in quality and within budget by effectively organizing, managing and utilizing resources across multi-cultural geographies.
* Extensive professional experience in Application Software Designing, Development, Testing and Implementation in Salesforce CRM Platform as a **Salesforce** **Practice Head,** **Salesforce** **Solution Architect and Sr Technical PM**.
* Collaborate with customer’s technical architects and Business Analyst’s to gather requirements, define technical architectures, solution designs and project roadmaps.
* Experience in the complete life cycle of project development (SFDC) including System Analysis, Design, Development, Testing, Release Management, Deployment and production support.
* Built re-usable accelerator and app exchange tools which reduce development time and advice customer for market trends and value in their business process
* Having 12+ year in Salesforce.com eco system. Proficient with Sales Cloud, Service Cloud, Pardot, Call Center, Force.com, Einstein Analytics, Salesforce CPQ, custom CPQ tool and App-exchange on Salesforce. Having In-depth understanding of CRM business processes.
* Design and develop proof of concepts (POCs) as needed, integrating new components with back-office systems during the design and requirements phase to evaluate products and integration strategies.
* Having knowledge in other CRM tools e.g., NetSuite, Sugar CRM, MS Dynamic CRM, Siebel
* Completed one project in NetSuite CRM.
* Proficient in business CRM processes like Forecasting, CPQ, Campaign Management, Lead management, Opportunity Pipeline Management, Account Management and Case management.
* Strong knowledge of SDLC process and experience working in teams implementing Agile Scrum Methodologies.
* Managed 50+ person team (Offshore + Onsite). I am responsible for hiring new employee according to my project’s requirements. I am responsible to do performance appraisal for my team members.
* Handling Development & Support Accounts worth more than 2 million$/year (Wipro assignment).
* Managed worldwide product line optimization and performance standardization across USA & India, resulting in reduction of operating and overhead costs by 15%.
* Increased Application development revenue by 20% & AMS renewal revenue by 15% YOY.
* Executed 30+ project in CRM domain and 5+ projects in Agile methodology well versed in Agile sprint life cycle. Played Scrum Master role in two implementations.
* Worked for fortune 500 customer e.g. Capital One, BNYM, Microsoft, HP, FedEx, Google Inc, Motorola, Viseo, LK Packaging, International SOS, Nestle, General Motor, Uninor and Govt of India.

**Skills**

* **SFDC:** Sales cloud, Service cloud, Pardot, APEX Classes, Apex Trigger, Work Flow, Configuration, Visual Force (VF) pages, Apex Data Loader, Site, Einstein Analytics, Live Agent, Service Console, SFDC deployment process, AppExchange tools.
* **Analytics:** Wave Analytics, Salesforce Report and Dashboard
* **ETL:** Dell Boomi, Scribe, Cloud Informatica
* **Software Development Methodology:** Agile, Waterfall, V Model, TDD, Hybrid Agile Methodologies, Kanban, Variance Analysis, Service Delivery, PMR, PMO, MS Project & Primavera
* **Other Technical Tools:** NetSuite, Oracle MDM, UML, Clear Case, Visual Source Safe, TFS
* Microsoft Visio, MPP, Enterprise Architect Design Tool, FPA, HP Clarity, HP Quality Center, HPSM, ORACLE 10g
* **Project Management & Tools:** Project Planning, Monitoring, Scheduling, Risk Management, Revenue Management (Projection, Accrual & Invoicing), Proposal Management, Governance, Strategic Planning, Capacity Planning Change Management Quality Assurance, MS Project Plan, MS Visio, Agile, Scrum/SPRINT planning.

Education

* **M.C.M. (MASTER OF COMPUTER MANAGEMENT)** from **University of Pune** With first division in 2000 (Full Time).
* **B.Sc. (Bachelor of Science)** from CSJM Kanpur University in 1996 (Full Time)

# Certifications

* **Salesforce.com ADM2401:** I am Salesforce.com ADM201 certified Administrator
* **MCTS :**  I am Microsoft certified technology specialist (exam 70-536 and 70-528)
* **FMP** **:** Project Manager Certification held at Wipro Technologies.
* **PMA :**  Project Manager Academy certification held at Wipro Technologies.
* **Agile :**  I have completed Agile training and Wipro Agile methodology certification.

Brief Summary of Professional Experience

* Jan 2022- 20th March’23 I was working as Salesforce Solution Architect at AD Infosystem LLC.
* Oct 2020 to Dec 2021, I was working as Salesforce Solution Architect in Infogain, India.
* Nov 2013 to Oct 2020, I was working as Salesforce Practice Head/Solution Architect in Infogain Inc, USA. (A SEI CMMI Level 5 Company)
* 6 March 2006 to June 2013, I was working as Project Manager in Wipro Ltd. (A SEI CMMI Level 5 Company)
* 2 Sept 2004 to 24 Feb 2006, I was working as Senior Software Engineer in Birlasoft Ltd. (A SEI CMMI Level 5 Company)
* Jan 2004 to June 2004, I was working as Web Developer in Electrobug Technology (Pvt) Ltd., Gurgaon, India.
* May 2000 to Jan 2004, I was working as System Analyst in Symbios Technologies (Pvt.) Ltd New Delhi, India.

**Professional Experience**

**AD Infosystem LLC**

**Jan 2022- Mar 2023.**

Managing Salesforce practice and owning all of Salesforce accounts delivery, solutions, and application architecture and project management.

**Responsibilities:**

* Defined and developed technical architecture, Developed SFDC design and integration design.
* Developed SFDC integration interfaces for external application integration. Involved on SFDC data migration and ETL process. Preparation of SOW/Contract, End to end project delivery and client interaction are major responsibilities.
* Interacted with various business user groups for gathering requirements for Salesforce implementation and documented the Business and Software Requirements.
* Extensively involved in moderating JAD sessions with different business units and application development team.
* Designed Use Case Diagrams and Use Case Specification documents based on requirements gathered.
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SFDC and other Platform based technologies like Sales cloud, Service Cloud, Salesforce CPQ, Vlocity, Commerce Cloud, VisualForce, Force.com API and Web Services.

**Infogain**

**Nov 2013 to Dec 2021**

Owning 6 Salesforce projects and played role of Sr Project Manager/Solution Architect/SFDC Practice Head. I am Leading Infogain SFDC practice and COE. Involve on presales, RFP, estimation, SFDC accelerator development. Working for customer e.g., Google Inc, NetApp, Alorica Inc, FedEx and SME customers like Elkay Plastics, CDI, Serena, etc.

**Responsibilities and Accomplishment:**

* Led a cross-functional team to conceptualize and develop out-of-box approach by introducing a Centralized Standard system resulting lower maintenance cost.
* Delivered a development strategy and roadmap to customer’s senior management, under Delivery Head led initiative in transforming the company’s IT operations.
* Facilitate detailed design from requirements and support construction and deployment. Design components and build integrated solution and technical architecture.
* Managed cross-functional team of IT, Sales, Finance, Logistics, Services, and Product Marketing team to evaluate existing technologies and business processes. Highlighted areas where best practices in project & delivery management could transform operations.
* Challenged by tight deadlines, stepped into several roles, such as quality assurance liaison, onsite coordinator during peaks in product development lifecycle.
* Achieved high level of customer satisfaction resulting in client volunteering to be a reference for product and Professional Services.
* Attend Customer Advisory Boards and Change Control Board (CCB)
* Create Feature Specifications, Maintain Product Backlog (Groomed user stories), Perform Cross-Program Rationalization of Product Backlog
* Responsible for Strengthen partnership with Salesforce and Infogain
* Built the Infogain Center of Excellence (Salesforce) from scratch and managing the COE

**LK Packaging – SFDC Sales Process Automation, Service Cloud, Einstein Analytics, Pardot, CPQ**

* Client                               : LK Packaging, Los Angeles
* Domain : Distribution
* Role : Onsite Technical Solution Architect/SFDC Consultant
* Technical environment: Force.com platform, Visual Force (Pages, Component & Controllers), Visual Work flows, Apex Language, JavaScript , DML statements, SOQL, SOSL, Chatter, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Eclipse IDE Plug-in, Custom objects and Fields, Time based triggers, Workflows Rules, Validation Rules. Web Service API, Dell Boomi ETL, Einstein Analytics, Custom CPQ development and Salesforce CPQ

**Project Description**

* LK Salesforce is having end to end Sales process and Marketing process automation. It is well integrated with ERM, E-commerce and other external systems.
* LK SFDC application manages customer, Contacts, Activities, CPQ, Order, Lead, opportunity, Call, product & services and Notifications.
* Implemented Salesforce CPQ project.
* Implemented Einstein Analytics dashboard and data analytics

**FedEx- Salesforce Automation**

* Client                               : FedEx Corporation, USA
* Duration : July 2013 – Nov 2013
* Domain : Logistic & Retail
* Role : Onsite Technical Solution Architect/Technical Manager
* Technical environment: Salesforce.com, Force.com platform, Visual Force (Pages, Component & Controllers), Visual Work flows, Apex Language, JavaScript, DML statements, SOQL, SOSL, Chatter, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Eclipse IDE Plug-in, Custom objects and Fields, Time based triggers, Workflows Rules, Validation Rules,

**Project Description**

* iSell Salesforce application is end to end CRM (Customer Relationship Management) solution for FedEx corporate sales user. The application provides 360 views of customers.
* The purpose of this project is to replace and retire current SFA (Sales Force Automation) solutions with a solution required reduced overhead for on-going support; that requires more agile system enhancements as well as provide a true 360 view of customers, by implementing a single, standard SFA system around the globe. Additional goals are to improve ease of use for users and better global management and visibility to pipelines and forecasts.

**Responsibility**

* Defined and developed technical architecture, Developed SFDC design and integration design. Developed SFDC integration interfaces for external application integration. Involved on SFDC data migration and ETL process. Preparation of SOW/Contract, End to end project delivery and client interaction are major responsibilities.

**Wipro**

**March 2006 to June 2013**

**Important Assignments and Projects:**

**Bank of New York Mellon - Wealth Management Sales Process Automation.**

* Client                               :  BNYM Inc, USA Duration : Sept 2012 – June 2013
* Domain : Banking-Wealth Management
* Role : Technical Solution Architect/Technical Manager
* Technical environment: Force.com platform, Visual Force (Pages, Component & Controllers), Visual Work flows, Apex Language, JavaScript, DML statements, SOQL, SOSL, Chatter, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Sandbox data loading, Eclipse IDE Plug-in, Custom objects and Fields, Time based triggers, Workflows Rules, Validation Rules,
* Software Methodology: Agile

**Project Description**

* Provide the ability to perform migration of the existing Siebel functionality to Salesforce.com solution platform for BNYM wealth management group. BNYM is currently using Siebel CRM for its 1500 strong user base for different sales, marketing activities.
* Following functional items has implemented
* Sales Opportunities and Lead
* Campaign Management
* Relationship / Client Management
* Pipeline Forecasting
* Referrals
* Clients - Individual, Entity, KYC Intermediary, Indirect Clients
* Contact Management
* Prospects

**Capital One Loan Processing and Sales automation Solution.**

* Client                               :  Capital One Bank Inc, USA
* Duration : July 2011 – Aug 2012
* Domain : Banking
* Role : SFDC Architect
* Technical environment   : Salesforce.com, Apex, Visual Force Page, Apex Trigger, WF .Net Web Services,.Net C# 3.5.
* Software Methodology   : Agile
* Others                        : MPP, Apex Data Loader, Cloud Informatica, clear case, MS Visio

**Description:**

* Provide the ability for Capital One Home Loans to receive the lead from web lead, email campaign response, capital one web portal, mortgage branch offices and retail distribution channel. Salesforce.com application integrate with 3 capital one legacy application for getting lead and integrate with Empower (Loan processing system) to get the status of loan application, loan processed amount and retailer commission.
* Two capital one legacy applications and capital one empower application are integrate with SFDC CRM solution on .Net web services in real time, Web service technical interface developed on .Net technology. Web lead, dashboard, 20custom report and view, bulk campaign, CTI are also part of application.

**SFDC CRM Sales automation Solution.**

* Clients                               :  International SOS Corporation, USA, Hospital Corporation of America
* Duration : July 2009 – July 2011
* Domain : Healthcare
* Role : Technical Project Manager
* Technical environment : Salesforce.com, Apex, Visual Force Page, Apex Trigger, WF

International SOS has started initiative to replace the existing CRM solution with Salesforce.com Solution. The migration from current CRM to SFDC is expected to perform migration of prospect/customer, contact and sales opportunities data, product catalogue and integration between SFDC and existing CRM solution.

**Responsibility**

* Configuration, Build & Release, and Deployment management.

**UNINOR Telecom**

* Client                               :  Uninor Telecom
* Duration : March 2009 – July 2009
* Role : Project Manager

**Description:**

* Uninor is 8th telecom nationwide mobile provider. This is Greenfield implementation of prepaid service, postpaid and data services of Uninor telecom. CRM system is part of Uninor telecom, CRM primarily used as a customer service, call center, campaign/Marketing management, channel profile, purchase order, SIM/account activations (order management), Commission Mgt channel hotline & Lead Mgt etc.

 **Responsibility**

* Creating and implementing Project plan, Monitoring, execution, Project Estimation, Scheduling, Tracking, Risk Management, Change Management, People Management, Client interaction are major responsibilities.
* Technical environment    : Siebel 8.0.0, Oracle, ASP.Net, Oracle 10g
* Software Methodology  : SDLC V-Process model
* Others                        : Unit Test, UML, MS Visio, HPSM, QC.

**Motorola Kernel Video Integration and NETRMS Police Records Management System**

* Client                    :  Motorola Inc, Salt Lake City, USA
* Duration : March 2008- Dec 2009
* Role : Scrum Master/Technical Lead

**Description:**

* The goal of the Kernel Integration system is to provide a mechanism to capture video recording by the Camera installed in the Police vehicle. All of video and metadata stored in the device called DVR (Digital Video Recorder).

**HP CPO (Content Processing Operation)**

* Client : Hewlett-Packard, UK
* Duration : Jan 2007- May 2007
* Description  **:** HP-CPO is an initiative to develop the media editing tool for HP, HP-CPO uses different media editing tool like Edit Server, Window media Format and Mazanita and make a wrapper of these third-party tool.
* Technical environment : VS Server 2005, .Net Framework 2.0, C#.Net, Web Services, Windows Forms, MS SQL Server 2005, Agile, SOA

**CLT (Call Logging tool)**

* Client : Microsoft Corporation
* Duration : March 2006- 20 Jan 2007

Description : CLT (Call Logging tool) is an initiative to create a centralized web access point for all Microsoft Operations customers, partners and vendors. CLT allow Portal users (MSOps) to directly log and route an Incident Tracker Request based on various selection criteria, in addition to tracking the Incident Tracker Request by using MSE(Microsoft Service Enterprise) in the back end.

* Technical environment : VS Server 2003, .Net Framework 1.1, C#.Net, ASP.Net 1.1, Web Services, Windows Forms, MS SQL Server 2005, UML, Microsoft Visio

**Integrated Application Software Package**

* Client : Ministry of Housing & Planning (Government of India)
* Duration : Sept 2004- Feb 2006
* Description : IASP is web Application software provides fully automation of Housing sector and infrastructure sector of U.P government. This solution integrates all the 23 location of Development Authorities and 128 locations of Housing Boards with Home Ministry to automate the system by automating the business processes and work flows of Development Authorities of U.P state and Hosing Board. The business objective of IASP is to provide adequate transparency to the public and the also the higher level by generating centralized MIS for the directorate and the ministry.

**CRM (Customer Relation Management) – WAP Enable**

* Duration : Jan 2000- July 2003
* Client : Lucas & Mayo (UK)
* Technical environment : Microsoft .Net Framework, ASP.NET, C#, VB.NET, XML, XSL, XSLT, Mobile Control, Web Services , MS SQL Server 2000, Web Services, XML