

# **PRANEETH PINNABHATLA**

## **SALESFORCE TECHNICAL PROJECT MANAGER**

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### **Professional Summary:**

- Over 10+ years of experience in the IT industry as a Project Manager, Solutions Architect, Scrum Master, Business Analyst, and Developer.
- Have 8+ years of experience in Salesforce- including analysis, modeling, design, usability testing, integration and implementation of different business domains.
- Have 5+ years of Quote-to-Cash (QTC) and Configure Price Quote (CPQ) implementation experience and have led and managed in a minimum of 3 complete life cycle implementations. Experienced in managing, technical design/ solutioning; development and configuring the CPQ and integrate with Salesforce.
- Possess knowledge of CRM processes like Sales, Marketing, Customer Service and Customer Support, Business processes and recommended solutions to improve their processes using Salesforce.com.
- In-depth understanding of project cost planning, continuous improvement, defect elimination, and Lean Management, empowering organizations to deliver business value and attain business objectives.
- An eloquent speaker and succinct writer with critical thinking ability and a focus on effective communication in all endeavors. A strategic thinker, result oriented and deadline driven individual with strong ability to lead, collaborate, solve complex problems and analyze huge data.
- Have robust understanding of various Software Development Life Cycle methodologies, starting from initiation to implementation, have collaborated with different stakeholders, gathered requirements, created artifacts, performed different analysis, handled change requests, performed Testing and assisted in successful deployment.
- Proficient in Project Management Tools such as JIRA, Confluence, AHA, Smartsheets and MS Project.
- Experienced in Cost Management, Risk Management, Communication Management, Human Resource Management, Time Management and Stakeholder Management
- Experienced in Capacity planning, Cost estimation, implementing System Thinking, Issue tracking and resolution, scheduling, scope management, Triple Resource Planning, Prioritization, handling team dynamics and performing staff appraisals.
- Skilled in handling change requests, conducting impact analysis and accessing change impact on the triple constraints of project, presenting to Change Control Board, getting it approved from business, baselining artifact.
- Skilled in Story writing, just-in-time requirement analysis, created user stories, user acceptance test cases and assisted Product owner with Product backlog.
- Good understanding and working knowledge of Scaled Agile Framework, and LEAN management.

## **PROFESSIONAL EXPERIENCE**

**KCI-3M, TX.**

**May 2020 – Current**

**Project Manager – Salesforce, Amazon Web Services (AWS), Oracle**

### **Responsibilities:**

- Manage the process for IT projects including timelines, resource requirements and cost estimates at all stages within the software development lifecycle (SDLC).
- Monitor workflow and make timeline adjustments as needed.
- Work as part of an interdisciplinary team to achieve project milestones.
- Collaborate with development team to plan project sprints.
- Develop status reports, cost estimates, and resource plans.
- Make vital decisions and drive decision-making across projects.
- Implement and maintain development best practices.

**Recent Projects that I have managed:** Salesforce-ServiceMax integration, Oracle to AWS Migration, Worldwide Daily Sales Reports (WDSR).

**MindBody Inc, SLO, CA.**

**November 2019 – May 2020**

**IT Project Manager – Salesforce, CPQ and Coupa**

### **Responsibilities:**

- Developed Project Management documentation including project charters, schedules, work breakdown structures (WBS), user documentation, training, milestone charts, resources graphs, budget reports, roadmaps, Organizational Breakdown Structure (OBS), Project & Risk Management Plans, and responsibilities matrix.
- Served as the Technical leader and Subject Matter Expert (SME) for integrating Salesforce and CPQ project and ensure the solution meets user requirements and establish a clear support model.
- Worked in collaboration with Sales, Finance, IT Business Applications, Information security and other teams to develop, deploy, manage, and drive implementation of the CPQ solution.
- Managed, Designed and Strategized the Product Hierarchy / Guided selling / MDQ/ Price list design, development, configuration and maintenance.
- Setup the Product Rules / Configuration Attributes / Pricing rules in the CPQ.
- Established and implemented operational models including training documentation, FAQs, troubleshooting guides, etc. and lead CPQ launch.
- Managed the implementation plan of several large scale Salesforce.com projects including activities of data mapping, object modeling, page layout design and rule logic definition in context of Salesforce.com application.
- Strategized Change Control and Change Management Plan – involving communication roll-out, analyze impact analysis, implementing change and reporting.

- Led cross-functional teams in the US, UK, Australia and India; and manage contracts of vendors and partner consultants in the US.
- Led web-based projects using to create the user interface, overall functionality and navigation, back-end development, user acceptance testing and execute go-live deployment.
- Identified critical risks and create contingency plans in case issues occur during or after implementation.
- Led working sessions to define detailed requirements readily understandable to all the team organizations (business, development, architecture, legal/compliance, marketing, quality assurance).

**Projects:** Steelbrick CPQ/ Quote-to-Cash, Apptus, Eloqua to Marketo migration, Salesforce Classic to Lightning conversion, Softrax to Netsuite migration, Coupa implementation, Data Migration, Lead Management, Distribution Engine, MuleSoft integrations to name a few.

**Cision Inc, Chicago, IL.**

**September 2015 – November 2019**

**Salesforce Project Manager**

**Responsibilities:**

- Led the Service Cloud – LiveAgent integration project. Configured and maintained Service Cloud functionalities such as in-house Case Support system, Email-to-Case, Web-To-Case, Milestones, LiveAgent Chat.
- Managed the project to setup the LiveAgent Chat bot on multiple websites- part of the Cision acquisition to integrate with the Company's Global Salesforce Org instance.
- Led IT projects for Lead generation and conversion, Quote to Cash (QTC) CPQ processes that impact Sales and Marketing at Cision.
- Managed the CPQ project in sunseting Apptus CPQ and migrating to Steelbrick CPQ.
- Design and developed the Quote creation process using the CPQ; and configured the Product Hierarchies, Pricing Rules, MDQs, Approval process, and Contracts creation. Managed end to end CPQ Implementation project.
- Managed multiple IT projects from inception to implementation by using Agile approaches for utilizing a team of resources that include Solutions Architects, Developers, Solutions Engineers, Consultants, Business Analysts, and Systems Administrators.
- Leadership of all elaboration activities and meeting sessions related to the elicitation of business requirements.
- Facilitated proactive ongoing coordination with various technical and technology groups to ensure feasibility of elicited requirements against possible implementation issues.
- Led working sessions to define detailed requirements readily understandable to all the team organizations (business, development, architecture, legal/compliance, marketing, quality assurance).
- Conducted monthly steering committee status meetings for project team members and reporting to upper management.
- Being a Scrum Master, I had streamlined the product vision process, sprint backlog creation, sprint planning, daily stand-ups, burndowns, demos, and sprint retrospectives.

- Served as the Delivery Executive on escalated projects and help Business Analysts and Junior Project Managers to improve customer relationships and get engagements back on track.
- Ensured effective communication and organizational change management is implemented on projects involving all stakeholders.
- Collaborated with the stakeholders and clients to extract and document accurate business and functional requirements (BRDs and FRDs) for the projects.
- Provided hands-on support including data quality management, technical and functional issue resolution, and oversight of new opportunities for functionality and enhancements.
- Designed develop and document relevant system code and configurations.
- Configured and deployed Salesforce.com functionality including Sales Cloud, Marketing Cloud and Service Cloud.

**Hewlett-Packard, Houston, TX**

**March 2015 – August 2015**

**Salesforce Business Analyst/ Scrum Master/ Developer**

**Responsibilities:**

- Organize daily sprint sessions, followed by sprint retrospective sessions every fortnight.
- Worked on various Salesforce.com Standard objects like Accounts, Contacts, Opportunities, Leads, and Campaign.
- Created various Custom objects, Workflows, Reports, Apex Classes, Triggers and Validation rules for the application.
- Created Email templates in Text, HTML and Visual Force necessary for the application.
- Analyzed and Created Custom Profiles as required for the business needs and implemented Object level, Field level and Record level security
- Developed workflow rules, validation rules, approval processes and customizations within Salesforce.com
- Defined various Validation rules to validate the data in the application.
- Customized Page Layouts for Salesforce.com Standard and Custom objects.
- Created custom report types and generated report using the report types.
- Provided solution and migration process with Salesforce.com including requirements, functional specs, design, custom development, integration, testing, and deployment. Lead the migration of business processes across disparate systems.
- Analyzed data migration requirements.
- Developed data validation approaches and strategy.
- Played an active role in QA, UAT and even training of end users on the solution.

**National Basketball Association, NJ**

**March 2014- March 2015**

**Business Analyst/ Administrator**

**Responsibilities:**

- Started with getting requirement from the client during BPR (Business Process Review).
- Prepared BFRD (Business Functional Requirement Document), on the understanding of the requirement and get the approval from the client.

- Prepared the Configuration Document on the Configuration design of the requirement in Salesforce and get the approval from the client.
- Created a prototype model before starting up the actual implementation and demonstrated the application.
- Customization of the app on Service Cloud to enhance the customer relationship by configuring and designing the Service Cloud, Sales Cloud and Force.com solutions.
- Worked comprehensively in customization of Service Cloud Console by embedding Visualforce
- Created Custom objects, Validations, Workflows and approvals to automate many manual processes.
- Worked on End to End Implementation and Integration of Marketo with Salesforce.

**Blinds.com, TX**

**October 2013 – February 2014**

**Salesforce Business Analyst /Admin**

**BenchMark Industries - India.**

**October 2011 – May 2012**

**Business Development Manager**

**Smart Thought Technology Solution – India.**

**November 2010 – September 2011**

**Business System Analyst**

**JobCentre Plus - Derby, UK.**

**May 2009 – October 2010.**

**IT System Analyst**

## **EDUCATION**

**MBA in Business Information Technology**, Northwestern Polytechnic University (2014).

**Masters Diploma in Computer Networks**, University of Derby, UK. (2007).