

SFDC CRM professional with 11.5 years of overall work experience-

- Sector/ Functions: **CRM, IT, Manufacturing, Electronics, Commodities**
- Certifications : **SF OmniStudio Consultant; SFDC ADM 201; Conga CPQ Level 1; SFDC Sales Cloud Consultant; SFDC DEV 401 (2010); MS - MB 910**

SUMMARY

A Proactive and dynamic **Salesforce CRM** professional with experience in leading Salesforce Solutions and business processes on cloud platforms. Have proven skillset to translate **requirements from Business to IT**. Have in depth understanding and knowledge of CRM lifecycle, Campaigns, Leads, Workflows and Approvals, Communities etc. with end-to-end product development experience. An MBA graduate in Finance from a premier institute having experience in various sectors viz. BFSI, manufacturing, e-Commerce, Consulting, Healthcare

Skills -	Domain Expertise-	Key Strengths-
<ul style="list-style-type: none"> • Salesforce (SFDC) • Vlocity • Conga CPQ • CRM Analytics / Tableau CRM • Data Migration • Integrations and AppExchange Products • Workbench, Eclipse, SVN, Jira • SOQL 	<ul style="list-style-type: none"> • Salesforce <ul style="list-style-type: none"> ○ Sales Cloud & Service Cloud ○ CPQ ○ Community Cloud ○ Dashboard and Analytics ○ Omnistudio • Cloud Computing • IAAS, PAAS, SAAS 	<ul style="list-style-type: none"> • Excellent Communication Skills • Cross functional team coordination • Stakeholder management • Vendor Management • Project Management • Effort Estimation &Solution Designing • Innovation/Creative approach • Presales

Experience

- **Management Consulting Manager, Accenture Strategy Consulting, Bangalore : Aug 2022 – Present**
 - Practice development, Team building, Team Recruitment, Improve chargeability, business development
 - In Project -Lead functional team, complete requirement gathering and documentation, conduct Project Discovery, design, UAT, End User Training, Go Live, Hyper care support
 - Lead business discussion, Stakeholder management. Understand and fill gaps between 'As Is' and 'To Be' processes
- **Senior Consultant, Cognizant Business Consulting, Bangalore : Feb 2019 – August 2022**
 - Senior BA for Sales, Service, CPQ, experience cloud, reports and dashboard
 - Understand and fill gaps between 'As Is' and 'To Be' processes . Bridging between business and technical team
 - Maintain project artifacts; Data flow and Process flow diagrams, BRD
 - Create and deploy reports and Dashboards for different personas from Top Management and Business teams
 - Conduct Project Discovery, design, UAT, End User Training, Go Live, Hyper care support
- **Business Analyst, Panasonic Information System, Asia Pacific, Singapore : Jun 2017 – Jan 2019**
 - Salesforce Product Owner for entire Panasonic APAC; Thailand, Vietnam, Indonesia, Australia, Malaysia
 - Design Product Strategy; identify business needs and integrate business strategies into Salesforce
 - Business engagement and Presales with Panasonic Sales Companies
 - Engage with Senior and Top management on intersection of business strategy and technology
 - Vendor Management
 - Understand and fill gaps between 'As Is' and 'To Be' processes
 - Create and deploy reports and Dashboards for different Top Management and Business teams
 - Successful Digitization of Aircon B2B Sales team and CPQ Process of APAC region: Australia, Vietnam, Indonesia and Thailand market on Salesforce platform
 - Successful Digitization of Order Management Team, Successfully conducted End-to-end Trainings and User workshops in all above markets
 - Designed Quotation Templates for B2B, email Templates, Approval flows
 - Achieved high User adoption rate
- **Pre-Sales Lead, Tech Mahindra, Hyderabad : Feb 2016 – May 2017**
 - Instrumental in winning multiple projects
 - Liaison with cross functional teams, Build and Maintain relationship with all the stakeholders
 - Single Point of contact for presales activities for a major client in SFDC competency
 - Understand and map requirement, business and technical representations, proposal build up and estimations
 - Prepare efficient and winning Proposals, with proper understanding of client's requirements, in depth analysis of scope for SFDC competency
 - Handle clients from Pharma, FMCG, Telecom and eCommerce sector
 - Identify and suggest right SFDC solution to client according to requirements, in depth coverage of scop
 - Proposal development, pre-sales demo, effort estimation, resource planning, solution design
 - Instrumental in winning 4 contracts (80% strike rate); added revenue of \$10Million
- **Senior Software Engineer, Persistent Systems : Nov 2009 – Jun 2013**
 - Lead team of 4; Hands-on on 10+ projects; Cater SDLC phases: Analysis, design , code development, deployment
 - Implementation on difference Salesforce Products- Sales Cloud, Service Cloud, Communities and Portals
 - Salesforce implementation, configuration, user and profile setup , data migration, data model design, developed workflows, validation rules, reports and dashboards
 - Smooth design, execution and delivery of projects ;



- Engage with client for requirement gathering, solution design, data migration, end-user training
- Campaign, Account, Contact, Lead, Opportunity, Territory, Quote, , Forecast & Quota, Multicurrency
- Worked on over 10 projects across different sectors providing IT solutions for CRM problems
- Worked in Analytics; Created management dashboards for reporting & performance monitoring
- Imparted training to induct new joiners in Cloud domain
- Received **"You Made A Difference"** Award for consistent efforts in the area of CRM solutions
- Achieved 100% C-SAT (Customer Satisfaction) points based client survey and feedback

Key Projects

Key Projects	Responsibilities
PANASONIC Pipeline Management	<ul style="list-style-type: none"> Salesforce Product Owner for entire Panasonic APAC; Design Product Strategy; identify business needs and integrate business strategies into Salesforce Lead requirements and end to end implementation of Sales Cloud and CPQ solution across South East Asia: Thailand, Vietnam, Indonesia, Australia, Malaysia. Provided Multilingual solution. Business engagement and Presales with Panasonic Sales Companies across 5 different markets Engage with Senior and Top management on intersection of business strategy and technology Vendor Management with key Global Vendors; Conduct End User Training and Workshops across APAC countries; successfully conducted in Australia, Vietnam, Thailand, Indonesia etc Understand and fill gaps between 'As Is' and 'To Be' processes Maintain project artifacts; Data flow and Process flow diagrams, BRD Create and deploy reports and Dashboards for different Top Management and Business teams Successful Digitization of Aircon B2B Sales team and CPQ Process of APAC region: Successfully conducted End-to-end Trainings and User workshops in all above markets Achieved high User adoption rate
Europe based HVAC giant	<ul style="list-style-type: none"> Project Management for CPQ implementation Understand and fill gaps between 'As Is' and 'To Be' processes Maintain project artifacts; Data flow and Process flow diagrams, User story writing, BRD Conduct Project Discovery, design, UAT, End User Training, Go Live, Hyper care support
DMCC	<ul style="list-style-type: none"> Senior BA for Islamic financing, working on Murabaha, Salaam service, warrants, Gold Loan, Inventory etc. Understand and fill gaps between 'As Is' and 'To Be' processes Bridging between business and technical team through business and technical expertise Maintain project artifacts; Data flow and Process flow diagrams, BRD Create and deploy reports and Dashboards for different Top Management and Business teams on Analytics CRM Conduct Project Discovery, design, UAT, End User Training, Go Live, Hyper care support Elicited transition plan for team and data migration from legacy system to new system
VMWare M&A Data Migration	<ul style="list-style-type: none"> Successful migration of Sales and Service data-Opportunity, Quote, Case, Case Comments, Contacts, KB Articles Successfully embedded processes of acquired company's Product and Team into processes of Parent Company

ACADEMIC QUALIFICATIONS

Examination	Year	Board/University
PGDM (Finance)	2015	Goa Institute of Management
BE (Computer Science)	2009	Rajiv Gandhi Proudhyogiki Vishwavidyalaya
Class XII	2005	CBSE, KV Jabalpur
Class X	2003	CBSE, KV Jabalpur

EXTRA CURRICULAR ACHIEVEMENTS

- Received **SPOT appreciation Award in FY20-21** for the contribution in Cognizant
- Contributed in successful organization of Salesforce Day in TechM
- Organized Quarterly event of SFDC competency, June 2016
- 2nd in a State Level Information Technology Quiz, 2007-08

PERSONAL DETAILS

Marital Status	Married	Contact Details	(+91)-9589201055; aakanksha137@gmail.com aakankshagim@gmail.com
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