**TUSHAR NARANG**

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**CRM / ERP SYSTEMS ARCHITECT**

**Problem Solver | Vendor Management | Trusted Customer Advocate**

Highly accomplished information technology professional with over nine years of extensive experience in SaaS cloud technologies, including business analysis, requirement gathering, technical documentation, and business process reengineering. Played a key role in designing, redesigning, integrating, and automating lead-to-cash systems and technology programs that increased the ROI of organization’s systems and technology. Equipped with the intelligence, empathy, integrity, and technical abilities required to earn the trust of a focused team quickly.

**CORE COMPETENCIES**

Systems Architecture & Integration | Marketing Operations | Sales Cloud Automation | Quote-to-Cash | Parter Program Operations | Procure to Pay | Business Driving Technology | Service Cloud | Lightning Migration | Finance Billing | |Business Model Ownership | Reporting and Forecasting

**PROFESSIONAL EXPERIENCE**

**CloudPrism Technologies**, San Francisco, CA **Apr 2017 – Present**

*CloudPrism is a boutique consulting company helping companies defining a long-term/short-term strategy to organize lead to order process around integrated systems to support business growth, new revenue products, and other business imperatives relevant to a growing company.*

**Salesforce Architect / Developer**

My job is to bridge the gap between IT Applications and Business Operations. Accountable for driving end-to-end processes, from project inception to steady state production support, throughout the entire project lifecycle. Clients include Remind101, Patterson Pope, Abbott, Clearslide, PulseSecure.

***Selected Accomplishments***

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| **Sales Cloud Relaunch:** | Served as an business partner to WW sales operations and led the full cycle salesforce sales cloud to roll out territory management, role hierarchy, opportunity management and Account management. |
| **Quote to Cash:** | In collaboration with sales ops and finance, rolled out salesforce CPQ to multiple clients deliver business process that covers product or service selection, pricing, quoting and contracting. Integrated it with Netsuite by using Boomi to track invoicing and contract renewals. |
| **Service Cloud Implementation** | Partnered with Support and services team to define the customer service process to implement salesforce service cloud for cases management, case escalation, and case assignment. Also Implemented self service customer community portal and knowledge base to empower agents have 360-degree view of customer’s activities. |
| **Lightning Migration:** | Partnered with teams across various business disciplines and led the team of 4 people to migrate the 400+ users org to lightning experience. Outlined goals for transition, mapped out workflows and trained power users and end users before rolling out the changes to entire organization |
| **Partner Program management** | Built a strong partnership with Channel sales leader to roll out partner onboarding process on salesforce. Self service salesforce partner community was launched on OKTA for partners to keep track of deal programs, deal referrals and to generate reseller quotes. |
| **Procure to Pay**: | In liaison with Finance and Legal drafted out first ever procure to pay policy. Samanage, Coupa and Netsuite were used to get the visibility and control over the procurement process and manage entire organization’s spend - from sourcing and requestions to invoicing and payments. |

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| **Netsuite Management:** | Responsible for optimizing and improving core financial processes and help build out the NetSuite environment. Own all phases of development, management, and support for NetSuite and related systems. **Monitoring all functional areas within NetSuite on a continuing basis (daily, weekly, etc.), with functional areas including, but not limited to, scheduled scripts, scheduled reports, user dashboard portlets, user logins, and NetSuite-3rd party integrations.** |

**CLEARSLIDE,** San Francisco **Jul 2015 - Apr 2017**

*ClearSlide is a SAAS based Sales Engagement platform that lets users share content/sales materials via email links or their viewer’s link in a ‘Live Pitch.’*

**Salesforce Technical Architect**

Reporting directly to Sr Dr. of Business Operations, providing hands on expert level technical assistance to developers. Managed the technical delivery of custom development, integrations and data migration elements of Salesforce program.

***Selected Accomplishemnts*:**

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| --- | --- |
| **OMS 2.0 (Order Management System):** | In collaboration with SalesOps implemented salesforce CPQ (Configure Price Quote) to empower sales reps to close complex deals with bundled soulutions, ramp deals, contracts amendments, usage pricing, and renewals. Built out the product catalogue, pricing, discounting and approvals on CPQ. |
| **Marketo Implementation:** | Implemented Marketo by partnering with Marketing Operations. Integrated it with Salesforce to effectively manage lead scoring and nurturing. Worked with the team in all phases of developments. |
| **DocuSign Integration:** | Implemented DocuSign to for e-signature of Quotes and integrated it with Salesforce CPQ. |
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| **Lead Account Matching/Automatic Lead Assignment:** | Collaborated with the marketing team, gathered the requirements and implemented the solution on lead matching and automatic lead assignment to reps based on their region and company size. |
| **Zuora Implementation:** | In partnership with Finance and IT, Zuora (*billing management system*) was implemented to manage subscriptions, Invoicing, revenue recognition, AR reporting, and dynamic selling scenarios. REST API was written to connect with SFDC. Also designed end-to-end Credit card capture flow from SFDC to Zuora. Created quote template in Visualforce, jquery, and CSS with apex at the backend. Integrated the page with Zuora Credit card iframe. |
| **Integrations** | Worked with Internal Engineering team to build an integration between SFDC and internal database for SKU provisioning by making callouts to their internal API and also capturing the response with the help of REST API. |

**EVENTBRITE,** San Francisco **Apr 2015 – Jun 2015**

*Eventbrite is an online ticketing platform for live experiences that allows people to find and create events in 190 countries*.

**Sr. Salesforce Developer**

***Selected Accomplishments:***

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| **Sales Pipeline UI:** | Created a Dynamic VisualForce page, which searches for AEs/vertical and shows quarterly Quota/pipeline/booking data vs. Opportunity stages along with other sales metrics. This comprises of dynamic generation of bar graph plot. |
| **Track Quota vs. Revenue at Account:** | Apex trigger on a custom object to track Yearly/Quarterly revenue vs. Quota at each Account level. Built various matrix reports and dashboards for Sales Leadership. |
| **Marketing UI for Mass Conversion** | VisualForce page and Apex class which automatically searches for leads, which have the same domain name and providing the ability to mass covert it on lead record only. |
| **Dynamic Amount Calculation:** | Apex trigger to calculate amount on Opportunity based on the relation with different objects. |
| **Referral Entity UI:** | Created a data entry VisualForce page for tracking referrals with each opportunity. |

**BRIGHTROLL**, **YAHOO!**, San Francisco **Nov 2013 – Apr 2015**

*BrightRoll (acquired by Yahoo!) is a Media Adtech company and unified programmatic video advertising platform for reaching audiences across web, mobile and connected TV*.

**Sr. Salesforce Developer**

***Selected Accomplishments:***

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| **Advanced Multi-Currency Solution:** | Salesforce standard multi-currency functionality maintains historical exchange rates on standard objects. The requirement was to maintain the historical exchange rates on custom object. Wrote Apex class and Apex trigger to achieve this functionality. It comprised of automatic conversion to USD and Owner currency and REST API integration with oanda.com to get the updated exchange rates periodically. |
| **RFP (Request For Proposal) Visual Force Page:** | Created a dynamic VisualForce search page based on some filters and provided the ability to export it to CSV from the page only. |
| **Deal Review Systems:** | Defined, documented, and automated the deal review workflow in Salesforce for leadership. Utilized workflow rules, Approval process, validation rules, and Apex triggers. |
| **Salesforce – JIRA Integration:** | Implemented service cloud for the product support team and integrated it with JIRA from scratch. |
| **Automate Pub Dev. Workflow:** | Publisher team was managing all our inventory of websites on Google docs. Worked in the cross-functional role and automated the whole business workflow in Salesforce. Made use of Workflow rules, Formulae fields, and Apex triggers. |
| **Salesforce Amazon Integration:** | Integrated Salesforce with Amazon EC2 for unidirectional flow of data from Amazon to Salesforce. |

**CEDARCRESTONE,** San Francisco Bay Area  **May 2013 – Oct 2013**

*CedarCrestone delivers industry-focused client success by providing consulting, technical, and managed services for the deployment, management, and optimization of next-generation applications and technology*.

**Salesforce Developer/Analyst**

**Selected Accomplishments:**

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| **SSO (Single Sign-On):** | Implemented Single Sign-On with Brown University’s Workday platform where SFDC was acting as SERVICE PROVIDER and Shibboleth as IDENTITY PROVIDER |
| **Lead Management:** | Implemented a leading management system for ASU’s grad school. |
| **Force .com Site:** | Created a VisualForce page and hosted it on Force.com site to capture leads directly in SFDC. |

**Agama Solutions,** Menlo Park, CA | **Salesforce Developer** **Dec 2012 – May 2013**

**Client –** 1440 Multiversity, Santa Cruz: Salesforce Implementation and QuickBooks Integration

**Client –** Liftoff | Salesforce AppAnnie Integration

**Client –** Paterson Pope | Salesforce Sales cloud Implementation

**NYU Wagner,** NY **| Salesforce Administrator/Developer Oct 2010 – Nov 2012**

**EDUCATION**

**New York University,** Brooklyn, New York (May 2012)

**Masters of Science Degree** in Computers and Electrical Engineering

**Maharishi Dayanand University,** Rohtak, Haryana (May 2010)

**Bachelors of Engineering** in Electronics and Communication

**CERTIFICATIONS**

Salesforce Administrator, Credential ID - 20487090

Salesforce Platform Developer I, Credential ID - 20509386

Salesforce Platform App Builder, Credential ID - 20514151

Salesforce Certified Service Cloud Consultant, Credential ID – 20538446

Salesforce certified data architecture and management designer, Credential ID - 20664980

Salesforce Certified Sales Cloud Consultant

Salesforce Certified Advanced Developer

Salesforce Certified CPQ Specialist

NetSuite Systems Administrator