



OVERVIEW

- Proven experience in Application delivery, & Product lifecycle management : Analysis, Design & Implementing Enterprise (CRM, ERP, CPQ) applications, Web apps, Systems Integration.
- Demonstrable record of successful project implementations across Hi tech, Financials & Retail
- Sales process automation, Partner Communities, Multi channel customer engagement on Sales & Marketing cloud platforms
- Technology adoption & IT strategy for the corporate & delivery organization.

EXPERIENCE

Riverbed Technology : CRM & Marketing IT

Feb '16 – To date

- Support Sales, Channels & Marketing organization on GTM initiatives around Lead lifecycle management, CPQ (Opportunity – Quoting – Order management) & Communities platforms
- Marketing automation – Eloqua / Marketo CRM integration for executing & monitoring email/web campaigns to funnel leads, build and nurture the sales pipeline
- Own the B2B marketing automation techstack with a focus on optimizing the demand funnel, lead stage transitions and lead scoring models.
- Manage Partner relationship management PRM systems for improving Channel partner processes around Deal Registration, onboarding, Quoting & Ordering
- Assist business groups and build standardization towards rolling up bookings, revenue and billing information using ACV/ TCV / ARR models and their visualization in Tableau.
- Lead projects on the New Product Introduction (NPI) track, managing budget (Capex /Opex), scope and timelines with key tasks around stakeholder engagement, creating bill of materials, managing supply chain, cost and schedule, vendor selection and sourcing, working with OEMs
- Provide guidance on application and integration development best practices, Enterprise Architecture standards, functional and technical solution architecture & design, environment management & testing

Accomplishments :

- Execute and transition a Lightning upgrade of the Salesforce CRM platform
- Automate Partner onboarding & Contract management processes using DocuSign – Apttus
- myRiverbed Communities mobile app roll out for Channel field sales

- Lead requirements discovery workshops, develop functional specs & design documentation to support technology initiatives at Macys.com and Bloomingdales.com
- Work on projects under Macy's Omni Channel initiative to deliver a uniform customer experience across store, web, mobile and social media platforms.
- Prioritize feature-level user stories, maintain stack ranks to align with the overall project vision.
- Facilitate release planning, review and retrospective meetings. Work with Release and Product management groups to plan delivery schedules for project releases.

Support the design rollout and administration of First American's comprehensive sales and customer service programs

Responsibilities

- Lead requirements discovery workshops, develop functional specs & design documentation.
- Write user stories to effectively gather and manage requirements to model business domain.
- Work with Product owners and business teams to continuously refine the Product backlog.
- Prioritize feature-level user stories, maintain stack ranks to align with the product vision.

Accomplishments :

- Successful implementation of a CRM solution in a short span of 6 months. A 40% increase in adoption rates coupled with piloting into new business units.
- Spearhead design and roll out for some of First American's core products supporting Underwriting systems, Claims & Settlements and Title searches through the loan servicing lifecycle

Responsibilities

- Build and support enhancements on 'Loan Genius', a customer facing portal and pricing solution
- Web-enable the mortgage lending process from origination through funding and closing.
- Customise Pricing & Compliance engine built on iLog's JRules / Jconfig platform.
- Manage vendor-client relationships and collaborate with offshore teams for project delivery.

Accomplishments

- Supported completion of the CMM Level – 4 certification audit.
- Level-2 Financial Domain Certification in Banking and Capital Markets.

Responsibilities

- Customize WebSphere Commerce Suite's out of the box subsystems to fit customer needs.
- Work with technical leads to come up with a suitable design and build solutions.
- Cater to fresh requirements / change requests originated by the business.
- Develop source code , track and remediate application defects using the bug tracking tools.
- Participate in code, design and test case reviews towards ensuring high quality of deliverables.

Skills

CRM : Force.com, Partner & Customer communities, CPQ, Eloqua / Marketo, Apptus CLM

Process tools : Agile & JAD – Visio & UML, Confluence, JIRA, MPP, Powerpoint, Microsoft Excel

Databases : SQL Server 2012, Oracle 11g, IBM DB2, SQL profiler

Data Visualization : Tableau, Einstein Analytics, Salesforce Schema builder.

Education

Indian Institute of Management, Bangalore

2011 – 2012

Technology management certificate program (GMITE)

Bangalore University

1997 – 2002

Bachelor of Engineering in Computer Science