**Thirumoorthy Srinivasan**

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| CRM Product Technical ManagementRoles* **Salesforce CRM Administration Lead Architect**
* **Salesforce CRM Einstein Analytics**
* **Salesforce CRM Consultant**
* **Oracle CRM Admin**
* **Siebel Consultant**

Education, Licenses & Certifications | BackgroundInformation Technology professional with over 19 years of skilled in Salesforce Sales, Service Cloud &Einstein, Oracle CRM and Siebel CRM covering all stages of Application Development Life Cycle, including administration, configuration, design, development,Testing, Implementation and support.Expertise in planning, delivery, implementation and team management. Seeking challenging and rewarding opportunity within a diverse and dynamic organization where I can utilize analytical and process improvement skills to provide exception value to the organization.Professional and Industry Experience. Involved in estimating project duration and determine the required resources to schedule the work. Create Work Breakdown Structure (WBS) to meet the needs of the customers with planning, controlling, monitoring, managing, effort estimation and directing the assigned project resources to best meet project objectives.**TECHNICAL SKILLS****Certified in Salesforce Sales/Service Cloudand Administration.**Skilled in Einstein Analytics**.****Oracle Fusion:**Sales Cloud R12, Oracle HCM, Oracle CRM On-Demand, **Siebel:** Flash, Front Page, Groovy.**AWS** – Solution Architect Associate |

**Education Degrees. MBA: Information Technology - Southern New Hampshire University**. BA: Public Administration - Osmania University - India Aircraft Maintenance Engineering -Nehru College of Aeronautics -India.

**TRAININGS**

* **Salesforce CRM**: Configuration, Development, Data Migration, Reports and Dashboards, Apex, Aura.
* **Salesforce Einstein Analytics:**  Apps, Lenses, Dashboard, Datasets creation & customization.
* **Amazon Web Services** – Solution Architect Associate.
* **Oracle CRM on-Demand:** Administration, Analytics, Data Import, Analytics, Reports and Dashboard.
* **Siebel:**Customization, Configuration, Analytics, Data Import, Analytics, Reports and Dashboard.
* **Oracle Fusion Modules-** Oracle Sales Cloud, Customer Data Management ( CDM ), Oracle CPQ (Configure, Price, Quote )

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| **PROJECT EXPERIENCES** |

**Mutual of America,NY | March 2020 – till date**

**Salesforce Einstein Analytics / Administration / Lightning Migration**

* Design, develop and deploy the Einstein Analytics applications using Data Flows, Apps, Lens, Dashboards and Reports.
* Collaborates with internal stakeholders and team members to build solutions in Salesforce Einstein and Salesforce Reporting that support business requirements.
* Built Selection binding and Result binding among multiple datasets driven dashboards, reports and embedding dashboards in an Objects pages and Home page.
* Create Insight Story, Insight and Predication Story through Einstein Discovery for investigation and possible suggestions with present data.
* Through Artificial Intelligence, discovered hidden opportunity reports, created custom “What happened and why happened” Predications dashboard.
* Work with functional team to get requirements and handle administrative functions including design, document, build, test, and deploy enhancements to Standard and custom objects, page layouts, Field Management, Workflows, Approval Process, Process Builder, Flows, alerts, record types, validation rules, Security Process, Triggers, Aura Framework, reports and complex dashboards.
* Lightning Report builder used to design, configuring and maintain Salesforce Tabular, Summary, Matrix and Joined reports and dashboards.
* Maintain user roles and profiles, security settings, access settings etc. (User Profiles, Role Hierarchy, Sharing Rules and Security)
* Providing support and direct involvement proved work around to business requirements, process flows, apps design and configuration.
* Support the day to day management of Salesforce.com, Open tickets, Troubleshoot and monitor for resolution.
* Responsible for administrative functions including run backing and business user training sessions.
* Define code review methodology, perform code reviews, and code migration strategy and best practices.
* Build integrations between Salesforce Einstein and AWS for Data refreshments from AWS s3 with Einstein secured datasets.
* Build insight, Insight and Predications story Discovery., perform data samples / prototypes, continuously explore technology options to drive enhancements and improved efficiencies.
* Review future roadmap and provide guidance to business users for enhancement, Create JSON/SAQL customization to EA Dashboard

**LATTICE, Hillsboro, OR | June 2019 – Feb 2020**

**Sales Cloud Administrator / Lightning Migration / Einstein Analytics**

* Work with functional team to get requirements and handle administrative functions including design, document, build, test, and deploy enhancements to Standard and custom objects, page layouts, Field Management, Workflows, Approval Process, Process Builder, Flows, alerts, record types, validation rules, Security Process, Triggers, Aura Framework, reports and complex dashboards.
* Design, develop and deploy the Einstein Analytics applications using Data Flows, Apps, Lens, Dashboards and Reports.
* Collaborates with internal stakeholders and team members to build solutions in Salesforce Einstein and Salesforce Reporting that support business requirements.
* Built Selection binding and Result binding reports and embedding dashboards in an Objects page and Home page.
* Create Insight Story, Insight and Predication Story through Einstein Discovery for investigation and possible suggestions with present data.
* Through Artificial Intelligence, discovered hidden opportunity reports, created custom “What happened and why happened” Predications dashboard.
* Data refreshments from AWS s3 with Einstein secured datasets.
* Maintain user roles and profiles, security settings, access settings etc. (User Profiles, Role Hierarchy, Sharing Rules and Security)
* Providing support for the day to day management of Salesforce.com, Open tickets, Troubleshoot and monitor for resolution.
* Work with technical, functional & testing team members to identify project tasks, estimated work effort and timelines; escalate any changes to project scope in customizing using apex triggers, VF pages and integration with external applications using Soap API & Rest API/
* Collaborates with internal stakeholders and team members to build solutions in Salesforce Einstein and Salesforce Reporting that support business requirements.

**Veritas, Mountain View, CA | Sep 2017 – May 2019**

**Administration/ Salesforce Lightning Migration / Einstein Analytics**

* Designed, documented, built, tested and deployed enhancements to custom objects, page layouts, Field Management, Workflows, Approval Process, Process Builder, Flows, alerts, record types, validation rules, triggers, Aura Framework, reports and complex dashboards.
* Developed the Einstein Analytics applications using Data Flows, Apps, Lens, Dashboards and Reports
* Designed and configured reports independently within the Einstein Analytics application.
* Maintained user roles and profiles, security settings, access settings etc. (User Profiles, Role Hierarchy, Sharing Rules and Security)
* Provided support for the day to day management of Salesforce.com, Open tickets, troubleshooting and monitoring for resolution.
* Worked with technical, functional & testing team members to identify project tasks, estimated work effort and timelines; escalate any changes to project scope in customizing using apex triggers, VF pages and integration with external applications using Soap API & Rest API/
* Collaborated with internal stakeholders and team members to build solutions in Salesforce Einstein and Salesforce Reporting that support business requirements

**Worth & Company, Pipersville, PA | Feb 2016 – Aug 2017**

**Salesforce- OSC Migration and Administration**

* Designed, documented, built, tested and deployed enhancements to custom objects, page layouts, Field Management, Workflows, Approval Process, Process Builder, Flows, alerts, record types, validation rules, triggers, Aura Framework, reports and complex dashboards.
* Designed and configured reports independently within the Einstein Analytics application.
* Maintained user roles and profiles, security settings, access settings etc. (User Profiles, Role Hierarchy, Sharing Rules and Security)
* Provided support for the day to day management of Salesforce.com, Open tickets, Troubleshoot and monitor for resolution.

**California Nurses Association, Oakland, CA | Consultant | Dec 2015 – Jan 2016**

[Oracle Sales Cloud R10:](#OSC) Oracle Sales Cloud tools used to build are Application Composer, Groovy, Worklist, Reports and Analytics, Appearance, Structure, File Import and Export, Security Console, Set and Maintenance used to customize and configure additional functionality as required.

**Freddie Mac, McLean, VA | Consultant | May 2014 – Nov 2015**

[Business Analysis:](#_Business_Anaylsis)Identified issues, analyzed root causes, structured problem assessments, developed options & recommendations. Planned and conducted requirements elicitation meetings with the business to collect functional and non-functional requirements relating to client's Salesforce technology enhancement and initiatives.

[Oracle CRM Ondemand R 24:](#CRMoD) Configuration, customization, administration, data migration, reports & dashboard.

[Oracle Sales Cloud R 9& Salesforce R12:](#OSC) Replication of Oracle CRM Ondemand in user interface, reports, data management.

**Emerson Network, Huntsville, AL | Consultant | Feb 2014 – May 2014**

[Oracle CRM Ondemand R21:](#CRMoD) Migration from Salesforce: - Configuration, customization, administration, business process management, data migration, reports & dashboard

[Salesforce R13:](#SF) Customization, configuration, workflow, data management – import and export, SOQL, triggers, visual force, development, administration, reports & dashboards.

**Yahoo Inc., Sunnyvale, CA| consultant | June 2013 – Dec 2013**

[Salesforce R13:](#SF) Customization, configuration, workflow, data management – import and export, SOQL, triggers, visual force, development, administration, reports & dashboards.

[Siebel 7.5:](#Siebel) Siebel customization, configuration, administration, workflow process, EIM data migration, scripting.

[Business Analysis:](#_Business_Anaylsis) Planned and conducted requirements elicitation meetings with the business to collect functional and non-functional requirements relating to client's Salesforce technology enhancement and initiatives.

**Ingersoll Rand, La Crosse, WI |Consultant | June 2012 – May 2013**

[Oracle CRM Ondemand R 21:](#CRMoD) Configuration, customization, administration, business process management, data migration, reports & dashboard

**Petco, San Diego, CA | Consultant | Oct 2011 – June 2012**

[Oracle CRM Ondemand R 20:](#CRMoD) Configuration, customization, administration, business process management, data migration, reports & dashboard

[Siebel Loyalty 8.1:](#Siebel) Siebel customization, configuration, administration, workflow process, EIM data migration, scripting.

**Zurich, Farmers Insurance, Canoga Park, CA | Consultant | Feb 2011 – Sep 2011**

[Oracle CRM Ondemand R 19:](#CRMoD) Configuration, customization, administration, business process management, data migration, reports & dashboard

**Nestle, India |Consultant | Feb 2010 – Dec 2010**

Oracle CRM on-Demand R18 enhancement, configuration, customization, data migration, reports & dashboard.

**VAYYAMINC, AUSTIN, TX |CONSULTANT | DEC 2008 – JAN 2010 JENNY CRAIG, SAN DIEGO, CA |CONSULTANT | DEC 2007 – NOV 2008VERISIGN, INDIA |SR LEAD | DEC 2006 – NOV 2007LEXMARK, INDIA |LEAD | DEC 2003 – NOV 2006 ENTEGRAM, INDIA |ENG | JULY 2001 – NOV 2003** Tasks in Siebel Call Center 6:​​ ​Siebel customization, configuration, administration, workflow process, EIM Data migration, scripting, reports & dashboards configuration, enhancements and testing.

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| **SKILLS & ABILITIES** |

**SalesforceEinstein and Lightning Administration:** ​​Create Custom Objects, Page Layouts, custom Formula Fields, Field Dependencies, Roll-up Summary Fields, Permission Set, Sharing Setting, User roles, Profiles, Validation Rules, Workflows for automated Business Process, alerts, Dynamic Approval Process, Lighting Process Builder, Approval Processes, field updates, Customized Profiles, Defined Lookup, Master Details Relationship on Objects through Junction objects to establish connectivity among Objects, Role Based Authorization on objects & field level and Email Templates according to implement business logic, Einstein Analytics importing data from Salesforce and external database into Einstein dataset asset to expose in Apps, Lenses, Dashboards, Migrate data from legacy systems to Salesforce using Apex Data Loader, Import Wizard, s Experience with Apex classes, Apex TriggerVisualforce Pages,Visualforce Components, Controllers, Database queries using SAQL, SOQL/ SOSL and train new users.

**Salesforce Einstein and Lightning Development ​​**– ​​Hands-on role ​ in Migration Tools - Data Loader, Workbench, Salesforce Import wizard & Customization, Aura framework to build Lightning components like lightning Tags, Lightning pages. Apex, Triggers, Batch Apex, Visualforce Pages, JavaScript, Configuration SOQL, SOSL, Apex Triggers, Workflows, Approvals, Email Templates, Formulas, Validation Rules, App Exchange, Salesforce ​​Reports & Dashboard:​​Created, configured and Customized Tabular, Summary Matrix & Joined reports and exposed in Dashboards through Components and Data Sources schedules at regular intervals.

**Business Analysis**In - Salesforce, Oracle Sales Cloud & CRMOD: ​​Responsible for analyzing and documenting business requirements, business workflows, developing file mapping and technical specification and working with business partners/stakeholders to determine details and priority of requirements in migration and development.​Work with end users and management to document, design, and test and deploy complex processes. Prepare training material and provide in person training, and also training via web conferencing. Monitor new Salesforce, Oracle Sales Cloud released features and functionality to provide recommendations for migration process. Conduct business analysis by working with end users to identify system, operational requirements, Assist with project implementation and control monitoring process related to quality assurance (QA) and user assisted testing (UAT). Designed various type of email templates for auto response.​Analyze the application logs and identify the problem/ defects.

**AWS SOLUTION ARCHITECT ASSOCIATE** – Experience and knowledge in IAM, S3, EFS, VPC, ELB, ECS, SQS, RDS, SNS, Route 53, Cloud Watch, Cloud Trail, Cloud Formation, Lambda, DynamoDB ), Elastic Load Balancing, Amazon SQS, High Availability, Fault Tolerance, Scalability, Database Concepts, System and software Architecture, Security IT, infrastructure Virtualization and other services of AWS family, including Cloud watch Alarm Notification, Infrastructure as a Service, Cloud Trail, Glacier, Versioning and life cycle policy of Object.. Design, implement and test disaster recovery and business continuity architecture.

**ORACLE FUSION**·**Oracle Sales Cloud (OSC), Oracle CRM On-Demand, Human Capital Management (HCM), Partner Relationship Manager (PRM)**, **Siebel** ​​with Oracle Customizing Tools.