# Ajesh Purushothaman

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Director, Business Applications

Business Technology Transformation| Application Strategy | Customer & Employee Enabling Systems | Cloud & Mobile Technologies

Award-Winning Director, Business Applications with 20+ years of experience in the Software Products & Technology Industry space. Specialties include driving and executing internal business systems strategy, scaling organizations, executing & refining software delivery life cycles (SDLC) for best-in-class products and spearheading programs, platforms, and applications to streamline processes. A natural leader recognized for technology transformation with Innovative designs and implementation of technology landscape to achieve business objectives

drive revenue and ensure operational efficiency.

***Executive Value***

* **Business Systems Strategy Development:** At Splunk, defined, socialized technology and process strategy to scale business to $5B—while leading support for the transition to SaaS business model.
* **Natural Leader:** Founded, built & scaled Splunk’s Enterprise Architecture function and the team from scratch, currently leading 6 high-performing strategists.
* **World-Class Product Development:** Adept at innovating, designing, developing, managing, executing & refining software delivery life cycles (SDLC) for best-in-class products.
* **Cloud & Mobile Technologies:** At VMWare, led major projects including Digital Insight Enterprise, Cloud & Mobile Strategy / Roadmap.
* **Top-Performer:** At VMWare, earned IT Team Award (2010, 2012, 2013), CIO Award (2011) for superior service to a business partner, Innovation Team Award (2016); earlier, at Accenture, handpicked to work in Accenture – Oracle Innovation Center out of 4K+ employees.
* **Influence C-Level Executives**: Won buy-ins from, numerous delivery teams on future-state, roadmaps. Guide delivery / implementation teams.
* **Roadmap To Scale Company’s Business Applications:** To support a growth plan of $5B+ & beyond, overseeing multiple programs including identity management, ERP, CPQ, Salesforce reengineering, HRMS with others being spun-off of roadmap.
* **Transition to SaaS Business Model:** At VMware and Splunk partnered with product groups and business units to build SaaS business model, identify gaps in current process and system capabilities and build a roadmap to address the gaps.
* **Digital Transformation Roadmap:** Galvanizing partnerships, shared vision with cross-functional leaders, executive leaders.
* **Evaluate and Add Capabilities:** Aligned With Corporate Goals: Partnered to create current-state capability metrics, creating a budget to enhance capabilities, driving educated decision-making, and increasing overall GTM velocity

***Key Success Drivers***

System Implementation for ERP / CRM / HRMS /Web & Mobile Application Development • Developing IT, Business Systems and Data Strategy & Roadmaps • Supporting Corporate Strategic Plans • SaaS / Cloud Technologies • Influencing Stakeholders Companywide • Managing Operating & Capital Budgets • Technology Strategy & Roadmap • Driving Operational Efficiencies • Strong Business Acumen • Setting IT Strategies Aligned to Business Goals • Change Agent • Customer focus

***Professional Experience***

**SPLUNK, San Francisco, CA May 2017 – June 2020**

**Director, Enterprise Architecture:** Served as Head of Enterprise Architecture for Business Applications(**Salesforce, FinancialForce, Oracle NetSuite, SAP S4 HANA, Workday**) Identity and Access Management(**Okta**), and Data (**Snowflake**) at company turning machine data into answers with the top platforms to tackle the toughest IT, IoT, and security challenges. Report to Chief Digital Officer who reports to the CEO.

* ***SaaS Enterprise Business System ─*** Evaluated, onboarded, and implemented SAP Financials globally to address gaps in capabilities and scale business internationally; created metrics, and eliminated spreadsheets to improve productivity, data accuracy, financial reporting, and governance through standardized processes.
* ***Business Capability Metrics - People, Process, and Technology ─*** Created a heatmap of baseline capabilities and identified items for immediate attention to increase velocity in company objectives and create a roadmap to transform business processes, systems, and identify areas for investment.
* ***Lifted Customer Experience and Raised Satisfaction ─*** Saved $1M+ annually by appraising and on-boarded a unified next-generation SaaS Identity and Access Management System capable of scaling with the number of customer-facing applications and products to facilitate ease of business with customers.
* ***Increased Quoting Velocity by 80% ─*** Appraised and implemented Configure Price Quote System (**Salesforce** **CPQ**), with subscription and pricing capabilities that standardized and transformed quoting, pricing, renewal, and upgraded processes into a SaaS/subscription business model.
* ***Data Warehouse, Reporting, Predictive, and Prescription Analytics ─*** Selected **Snowflake** a data warehouse service and new data visualization software Tableau to enhance SaaS Metrics, Booking Reporting, Marketing, Sales, and Financial reporting.
* ***Post-Acquisition Business Processes Integration onto Splunk Infrastructure ─*** Created integration roadmap to merge acquired products onto the company’s business systems; identified gaps and created business process change and solution architecture with the corresponding budget and assembled team to start implementation.
* ***Ensured Compliance with GDPR & CCPA ─*** Worked with Legal and Security to define policies for General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) and create a process to track and protect personal data on multiple information systems, including a method to delete data at any individuals request.
* ***Production System Governance ─*** Cross-functionally worked with Security, Legal, IT Infrastructure, Enterprise Data Management to create an operationalized Architecture Review Board to govern information systems and the technology landscape.
* ***Founded, Recruited, & Lead Top-Performing Team*** ─ 6 senior-level strategists committed to defining, executing massive business value, and simplification to end-users.
* ***Increased Delivery Velocity up to 50%*** ─ Introduced CICD to custom Web apps (AWS), and identity and access management areas

**VMWARE, Palo Alto, CA April 2008 – May 2017**

**IT Architect:** Contributed to and led the implementations of **Oracle ERP** systems, **Salesforce** CRM systems by leading development teams. Designed, developed systems, extensions, programs, platforms, applications to streamline processes, generate revenue, enhance the business model. Managed vendors, consultants, developers on projects.

* ***Reconstructed Business from Perpetual To SaaS─*** Led the blueprint and build of Subscription Delivery Platform for VMWare SaaS products transactions, including Trial, Buy, Provision, Entitlement, Support, and billing, with standardized processes across all products, including provisioning/de-provisioning self-service for the customer.
* ***Provided World-Class Experience on Customer Portals ─*** Co-led with the Customer Experience Team the design and build of Support, Entitlement, Beta, Partner, ELA, and Volume Purchase plan portals and remodeled the integrations into an API driven architecture.
* ***Employee Productivity and Operational Efficiency ─*** Led multi-year roadmap for transformation of Business Processes and Information Systems and Technology Architecture, i.e. Built mobile applications such as a Volume Purchase Plan app for sales and facilities app for Palo Alto campus.
* ***Developed Predictive Analytics Engine ─*** For Quarter-end sales booking, a time-sensitive activity to accurately identify the right order for processing before midnight of quarter-end.
* ***Won IT Team Award*** ─ In 2010, 2012; **CIO Award** in 2011 for delighting business partner with exemplary service.
* ***Earned IT Team Award in 2013*** ─ For outstanding project results, excellent execution, project completion.
* **Won Innovation Team Award in 2016.**

**Select Projects:**

* **Oracle E-Business Suite and Fusion middleware** Implementation.
* **Volume Purchase Plan Implementation:** Designed, developed a purchase plan generating $5M+ revenue/week.

* **SDP Project:** Designed, developed subscription delivery platform enabling $1B+ in transactions per year.
* **MyLearn to Oracle EBS Implementation:** Integrated Learning Management System with Oracle E-Business Suite.
* **Digital Insight Enterprise:** Captured, correlated enterprise events; presented in a secure, contextual, sensitive manner to consumers.
* **Cloud & Mobile Strategy / Roadmap:** Planned governance, short- / long-term strategy for SaaS applications.
* **SAP Implementation & SAP Implementation Phase 0:** Evaluated SAP over Oracle ERP running on vCHS, SIs for implementations; collaborated on implementation solution blueprint.
* **MN. next Project**: Designed, updated back office, EMS systems to process transactions for new VMware product GA.

*Earlier Career Notes: Senior IT Applications Specialist, SYMANTEC CORPORATION, (2007 – 2008); Senior Consultant, HITACHI CONSULTING (2007); Systems Analyst / Analyst Programmer, ACCENTURE, (2003 – 2007); Senior Software Engineer, QUANTA COMPUTERS, (2002 – 2003)*

***Education***

Bachelor of Engineering, Pune University; India

Certificate, Data Scientist’s Toolbox, Johns Hopkins University; Baltimore, MD

Certificate, R Programming, Johns Hopkins University; Baltimore, MD

Certificate, IT Project Management Overview Training, VMware; Palo Alto, CA

Certificate, The Open Group TOGAF 9