# **RAJA DADI PMP CISM PSM1**



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Professional Summary

Salesforce & MuleSoft certified Product Manager/Scrum Master with over 19 years of progressive IT industry experience with more than 10 years of experience in managing large scale CRM, Digital, Infrastructure, Security, Content Management and Big dataengagements**.** Extensive experience in delivering Application Development/Maintenance/Integration, COTS /SAAS implementation/Upgrade/Cloud Migration initiatives. Diverse industry domain experiences in Banking, Insurance, Healthcare, Logistics, Manufacturing and Government. Strong communication (Business & Technical) and interpersonal skills

Skills

* Digital Transformations /Agile Transformation
* IT Risk Management & Governance
* Pre-Sales and Postproduction Support
* Robotic Process /Infrastructure Automation
* ITIL, Agile (Scrum), Lean, DevOps and SAFe
* Client Engagement & Customer Success
* Technology Vision, Strategy & Roadmaps
* Innovation and Design Thinking

Technology Stack:

* Development Languages: Java, Dataweave,R, Python, Javascipt,PL/SQL,MicroServices,SpringBoot
* Cloud Computing: IBM , AWS, Azure, Salesforce, Azure, MuleSoft AnyPoint Platform
* SAAS Applications: Salesforce Sales Cloud, Service Cloud, Marketing Cloud, Power BI
* DevOps Stack: GitHub, SonarQube, Jenkins, Puppet, Docker, Kubernetes, Splunk, ServiceNow, Dynatrace
* Testing Tools: JUNIT, MUnit, JMeter, SOAPUI, Selenium, LoadRunner, SauceLabs,Copado
* Security/Compliance Tools: SonarQube, Archer, HP Autonomy, Wireshark, CyberArk and Proofpoint
* Project Management Tools: MS Project, PPM, Clarity, MS SharePoint, MS Teams, Planview, JIRA, TFS, Azure Boards, AgileCraft, Aha, Leankit, Imaginatik and Slack

Education and Certifications

* Executive Program in Business Management from IIM Calcutta in 2005
* Master of Technology from **Indian Institute of Technology (IIT)** Delhi in 2001
* Bachelor of Engineering from Andhra University, India in 1999

Certifications:

**Salesforce Certified Service Cloud Consultant Project Management Professional (PMP)**

**Salesforce Certified Sales Cloud Consultant Scaled Agile Framework Practitioner (SAFe)**

**Salesforce Certified Administrator Professional Scrum Master (PSM1)**

**Salesforce Certified Platform Appbuilder Certified Information Security Manager (CISM)**

**MuleSoft certified Platform Architect (MCPA) ITIL Foundation V3 Certification**

**MuleSoft Certified Integration Architect (MCIA) Design Thinking Workshop**

**AWS Solution Architect Associate Six Sigma Yellow Belt**

**Certified Blockchain Expert CyberArk Certified Trustee**

Work History

**Citizens Bank Plano TX** – **Project Manager/Scrum Master Aug 2020 to till Date**

Source New Partners initiative at Citizens aim at onboarding new partners and engage them digitally using Salesforce Platform.

* Setup new Salesforce Org and completed Security & compliance reviews
* Integration with Splunk, CASB and SailPoint
* Data Migration to the new Org
* Account Management, Contact Management and Task Management in Salesforce
* Sprint Demos to Experience leadership

**CapitalOne Plano TX** - **Product Manager/Scrum Master July 2019 to Aug 2020**

Building a new dealer management system in Salesforce platform and migrating the documents from TeamSite and O Drive to the new platform. Working with Dealer Management Cyber security program team on the initiatives to remediate the vulnerabilities (primarily in AWS Cloud) in the applications and enhancing the application security with new features.

* Setup new Salesforce Org
* Led the Business Ops team on re-architecting AS-IS Process and TO-BE process for Document Migration and meta data extraction using DCIS Service and Sales Cloud platforms along with MuleSoft
* Spearheaded product vision, roadmap and delivery for Dealer Management, Contract Management and Case Management in DCIS Salesforce platform working with C-suite stakeholders, project sponsors and technical architects
* Managed the onboarding of existing API to DevExchange platform (MuleSoft)
* Worked with Product Vendors for technical challenges and Delivery partners for delivery
* Sprint Demos to Experience leadership and Monthly Demo’s to the Senior Leadership for feedback

**Northwestern Mutual Milwaukee WI – Product Manager /Scrum Master June 2012 to July 2019**

Delivered Digital & Infrastructure and projects at Northwestern Mutual Insurance leveraging local vendors and global delivery partners. Played Risk Consultant role for Innovation practice to take the innovation projects through security, legal and Compliance reviews and built security strategy for innovation projects.

**Digital Innovation & Accelerator Engagements**: NM’s **Digital Innovation Practice** conducts ideation campaigns for its employees and implements the selected ideas that solves NM’s business and technical problems.

* Managed of Ideation Campaigns and Hackathons to source ideas from employees.
* Built Lead Management for Field Representatives (Sales Cloud) and Campaign Management platforms(Marketing Cloud) in Salesforce.
* Worked on PoC in cutting edge technologies like Hybris, Sitecore, Big Data, Cloud, Smart Forms (AEM), eSignature, Collaboration platforms (Live Oak) and Robotic Process Automation (Captricity, Blue Prism)
* PoC in Infrastructure technologies like Hyper Converged platforms (Nutanix, Dell/EMC), and Infrastructure for CA/CI/CD and infrastructure automation (IBM Pure, VMWare VCac/VRa) and Five9
* Provided oversight and leadership to the scrum teams for delivery and remove impediments
* Conducted Demo Days to the enterprise to demonstrate the value delivered

**Infrastructure Renewal Portfolio (IRP) Engagements**: IRP maintains/implements/upgrades NM’s IS infrastructure space. The objective of this portfolio is to prioritize and execute projects in the Infrastructure space to keep the infrastructure up to date. Key projects/programs (Domain wise) include

* **Contact/Call Centre Modernization Initiative:** The objective of this initiative to address workforce optimization, improve first call resolution, build Customer 360 view, and improve NPS.
  + Initial rollout of Speech Analytics (Nexidia) platform, Pindrop, IVR (NICE), Computer Telephony Integration (NICE)
  + Worked on Omni Channel Strategy with top consulting firm
  + Built Salesforce Service Cloud platform for call center and data migration
  + Worked on Customer 360-degree view PoC
  + Salesforce MuleSoft Integration PoC
  + Conducted user training to the contact center team
* **Information Security**: The objective of this initiative is to improve the security posture of the enterprise.
  + Implemented Fraud Detection and Voice Authentication for NM call center, Web gateway in Cloud (ZScaler), CA SiteMinder Upgrade, Data power Upgrade, SiteMinder O365 Connectivity, CarpeData (Insurance Fraud) POC and Splunk Rollout (SIEM)
* **End User and Collaboration**: Worked on SharePoint Migration, O365 Foundation, RingCentral for NM Field offices, RighFax and MS Lync (Skype for Business)
* **Content & Data**: Worked on InputAccel Upgrade, SharePoint Migration, SQL Server Rollout, AWS Cloud Migration and Big Insights 2.0 rollout
* **Monitoring**: Implemented HP OVPM, Nastel Monitoring, CA UIM, SAP Solution Manager for SAP systems, AppDynamics, ScienceLogic for Non-SAP systems and Netuitive
* **Service Management**: Continuous Service Improvement (CSI) Initiatives, PMG iRequest upgrade and ServiceNow rollout and data migration from HPSM
* **App, Web & Middleware**: WAS Upgrade, WebSphere eXtreme Scale rollout, MuleSoft Rollout for API management
* **NGIS (Next Gen Illustration Services):** The objective of this initiative is to build API Aggregator for Mobile Integrations.
  + Worked with MuleSoft team for to evaluate the fit and contract
  + Worked with internal stakeholders for API identification
  + Oversight for Cloud hub deployment, template development and production rollout

**MassMutual Springfield MA – Program Manager Dec 2011 to June 2012**

**Web Portals Program**: Delivered Web Portals program initiatives for advisor, sponsor and participant portals. The program utilized of multiple Web /mobile portal technologies like Sitecore and reporting in Siebel Analytics (OBIEE), and SAP Integrations.

**GE Healthcare Program Manager Milwaukee WI Mar2010 to Dec 2011**

**Customer Web Portals Program**: Customer Web Portals program has multiple Web initiatives for GE Healthcare’s Digital Marketing division in multiple web content management platforms including VCM 8.0, interwoven TeamSite, Hybris and Sitecore. The program also covers developing /maintaining and enhancing the portals, marketing campaigns with Exact Target (Salesforce marketing cloud) email marketing solution and Metrics report using Omniture web analytics (Adobe Analytics) tool for GEHC’s digital marketing

**GE Energy Project Manager Hyderabad India Jan 2009 to Mar 2010**

**PS Portal Upgrade Project**: PS Portal Upgrade project involves in upgrading the portal platform from VCM 4.5 to 7.2 and implement 19 enhancements to the system.

**WK Offshore Support**: Wolters Kluwer Offshore support project involves support for WK’s document management system in Documentum platform and WK’s XML publishing platform in ASPEN and PTC’s Arbortext EPIC editor.

**Cisco USA Program Manager San Jose CA Oct 2008 to Jan 2009**

**ECM 2.0 Program**: Cisco’s ECM 2.0 program involves supporting several initiatives within the Enterprise Document Management area including Document migration from Livelink to Documentum, BOCS implementation for improved response for customers across different geographies, application enhancements and support.

**Ness USA –Program Manager Buffalo NY Feb 2008 to Oct 2008**

Managed and engagement with M&T Bank in Buffalo NY. This is a large engagement with 100+ people in Onsite/Offshore delivery model with 45 applications in ADM and 6 development projects like Records Management (FileNet), Check processing (Kofax), CLAS and Intrusion Detection projects in various divisions across M&T Bank.

**DoITT NY, USA – Project Manager New York City NY Oct 2007 to Feb 2008**

Managed nyc.gov functional and technology enhancements efforts and received accolades from Director Web Support for completing the project in stringent timelines.

**NYC.gov portal:** NYC.gov portal gives all information about NY City. The portal is maintained by DoITT and its agencies. The challenge is to enhance the existing portal with new features like Events Calendar and upgrade to new technologies like Ajax and Hibernate.

**Project Manager/Project Leader Danbury CT, Colorado Springs CO Feb 2004 to Oct 2007**

Manage multiple projects of Pitney Bowes USA, Continental Tires AG and FedEx USA. Been part of PLM Practice and Logistics verticals.

**Fedex.com Group 1 Applications:** Fedex.com manages all package returns through several applications like Return Manger, Online Label, Return Package Pickup, Online Merchant Profile, Ground Call Tag and Measurements. Project involves production support and enhancements for existing applications and developing new applications like Solutions Advisor.

**GUTS (Global Unified Tire Specs)** is a centralized IT system for Tire Development Process at Continental Tires. The objective of the project is to replace the existing legacy systems with a central PDM system. It has interfaces to other business applications in the enterprise like SAP, MIS & CAD etc.

**StarQuest PLM System**: A leading Document Messaging Technologies Company is using Windchill 6.2.2 DSU 4 as PLM Application. This is an Application Development and Maintenance project for StarQuest System. It has interfaces to ProIntralink, CADRA, SAP and Cocreate.

**ITC Infotech –Senior Software Engineer Bangalore India Jul 2003 to Feb 2004**

Got trained in PLM/PDM Tool (Windchill, PDMLink) and have worked on multiple projects for ENI Italy and PTC **Highlights of ITC Infotech Career (Projects):ENI Italy:** Windchill 6.2.6 Implementation based on the Implementation requirements of ENI, Italy.The project involves customization of Windchill as per ENI’s Business requirements. Customized part, documents and creation of Workflow and Life Cycle as per the requirement.

**Upgrade Testing for Windchill Release 7.0**: This project involves Regression Testing of Windchill Project Link Release 7.0.

**Satyam Computer Services – Software Engineer Hyderabad Feb 2003 to Jul 2003**

Worked on multiple projects of GE Reinsurance and GE Plastics in Java/J2EE and web Technologies.

**Talent Data Mart:** The primary objective of the Talent Data Mart application is to eliminate the scope for possible manual errors, reduce the turnaround time in gathering talent data. The Talent Data Mart requirement aims at enabling the managers of ERC to access employee talent information, enter their inputs on ratings, and generate reports.

**Carrier Report Card:** The Carrier Report Card is a tool to measure the carrier’s overall performance in a snapshot. The reports are generated using JChart. All the reports have a facility to download to Excel Format.

**YBrant Digital –Software Engineer Hyderabad India Jan 2001 to Feb 2003**

Joined this company as a trainee and have worked in Java/J2EE technologies for US based customers.

**Eclectic – Email Marketing Campaigner**: Eclectic is a versatile marketing tool that allows an organization to comprehensively plan, schedule, and execute highly personalized one to one targeted marketing campaigns. Eclectic seamlessly integrates with existing databases and profiles of customers on the fly to derive the maximum utility out of stored customer data.

**Annuities E-Initiatives**: Annuities E-Initiatives is an enhancement project for an Insurance Major in US to develop a web based Real Time inquiry system for use by the partner’s Customer Service Representatives. The CSR’s handled all customer service calls using the web-based inquiry system.

Awards and Accolades

* Recognized at Cyber Rally for best performance at CapitalOne
* 3 **GTE** (Global Technology Excellence) Awards from NM for Delivery Excellence
* Feather in My Cap award for best customer satisfaction (5/5) for Pitney Bowes engagement at Wipro
* Best Project Nomination for TMTS & PES verticals for the year 2005
* Profile of Month at FedEx for excellent Customer Feedback
* Nominated for “Applied Innovation Awards” across Wipro Ltd
* 5/5 CSAT for WK Engagement in troubled times at Satyam