GopiKrishna Madugula

Mobile: +91 9989377142

Email: Madugula.gopi@gmail.com



Summary

- I have 10 years of IT experience. I have done my MBA in Account Management from Sunstone Business School. I completed my Engineering in Electrical and Electronics discipline.
- I have 9 years of consulting experience in implementing Oracle Sales Cloud, Oracle Engagement Cloud and Eloqua for clients belonging to FMCG, E-Commerce, Event management, Pharmaceutical and Telecommunications domains.
- I am Oracle certified Implementation specialist for Oracle Engagement Cloud
- I have solid experience in pre-sales which involves going through the customer's RFP and coming up with competitive estimates.
- Can map the customers' processes with Product and can build a viable product that customers can use with
- I have experience in preparing solution proposals and solution fitments for Oracle Sales Cloud.
- I have good experience in Oracle Sales Cloud/Engagement Cloud Application Implementation, Enhancements, Development and Support.
- Have good experience on coming up with budgetary estimates based on Customers RFP

Professional Experience	10 Years 3 months
Oracle	Apr 2016 to till date
Principal Consultant	Apr 2016 to till date

Apr 2016 to till date

- **Engagement Cloud Implementation**
- Implementing Engagement cloud solution for one of the biggest certification companies in Europe.
- Participating in several pre-sales bids which involves, going through the customers' RFP, coming up with solution fitment and preparing estimates for the RFP
- Leading a team of 8 resources for a complex Sales Cloud Consumer Goods implementation for a Pharmaceutical company based out of Singapore. The implementation landscape is complex and is being rolled out to 13 countries across APAC region.
- Implemented Engagement Cloud solution for a major Telecommunications company based out of Netherlands and integrated the Engagement Cloud application with their Legacy system.
- Played an advisory role for Oracle Engagement Cloud implementation done by a partner.
- Conducted multiple workshops with customers to understand their pain points
- Was part of the team that worked on improving the consulting practice within Oracle
- Prepared multiple bids and budgetary proposals for many projects

Ernst & Young LLP Oct 2014 to Apr 2016 Oct 2014 to till date Consultant

Sales Cloud and Eloqua Implementations

- Implemented Sales Cloud solution for a major FMCG company from scratch within a span of 2 months.
- Worked closely with the Sales team, understood their pain points and mapped the CRM solution to eliminate the pain points and improve the productivity.
- Implemented Eloqua for an e-commerce company which resulted in the 30% increase in their overall sales.
- Prepared solution fitment of Oracle SRM for a media house.

Oracle India Pvt Ltd Jun 2011 to Sep 2014 IT Consultant 1 Jun 2011 to Dec 2012

Technical Experience

- Developed and owned various custom APEX applications which filled the gaps of the original product.
- Implemented various requirements of the business users using Groovy Scripting, PL/SQL and Java.
- I developed the Regression Test scripts for Opportunity and Forecast modules. I was involved in all the Regression Testing activities and played a crucial role in identifying various issues very early in the

GopiKrishna Madugula

Mobile: +91 9989377142

Email: Madugula.gopi@gmail.com



product life cycle.

IT Senior Consultant 1 Jan 2013 to till date

Sales Opportunity, Revenue and Forecast Modules

- \bullet $\,$ Implemented solutions for Oracle Fusion Sales Forecast module which increased the application adoption by 30%
- Application Owner and Solution Owner of Sales Opportunity and Forecast modules for APAC region
- Implemented the cloud solutions which integrated the Sales opportunity module with OKS module.
- Created trainings for the sales reps to make them understand the features and functionality of Fusion CRM and make their transition to Fusion CRM smooth and easy.
- Managed the Bug Triaging team for the APAC region during business UAT and resolved the bugs logged within hours. Managing the bugs effectively reduced the Open Bugs count by 60% in one week.
- Interacted regularly with the Sales Operations team and designed the solutions to mitigate the issues faced by the sales reps.
- Gathered ample functional knowledge in Territory Management and Leads Management modules.

Infosys Technology Limited

Oct 2009 to Jun 2011

Systems Engineer

Oct 2009 to Jun 2011

ETL

- Owned various business objects and transformed their data using Datastage tool.
- Profiled the client's data which avoided a lot of unnecessary work during Go-Live
- I was mostly involved in gathering requirements from the business, developing the DSD's, coding and then
 unit testing.
- I was awarded the Best Rookie award for Q1 2010-11 at my unit level.

Education

Sunstone Business School, Post Graduate Program in Management	2013 - 2015
SRKR Engineering College, Bachelor of Engineering in EEE	2005 - 2009

Achievements

- Oracle certified Implementation specialist for Oracle Engagement Cloud
- Received Shining Star award for FY18 Q3
- Received multiple SPOT award in Oracle