

20 years of experience as **CRM Problem-Solver** with **Salesforce**, Siebel, & Zoho CRM, in PM, BA & QA roles in fast-paced regulated environments with complex processes in Sales, Marketing, R&D, Mfg. & Ops. for Life Sciences, Retail, and Government domains

Salesforce Skills:

- Certified: Admin, AppBuilder, Developer, Sales & Service, Einstein: <https://trailhead.salesforce.com/credentials/verification>
- 6+ years of Salesforce Implementation, Maintenance & Administration for Life Sciences & Healthcare and Retail
- Extensively conducted analysis, prototyping, functional mapping, configuration and user/system administration of the Salesforce applications: Health Cloud, Sales (incl. Salesforce CPQ), Marketing & Service Clouds, and Veeva (Pharma - Mobile)
- Expertise in CRM Intelligence: Einstein Analytics, Discovery, & Predictions, Tableau, Cognos BI, SFDC Reports & Dashboards
- Skilled in Configuration, Lightning, Apex, Lightning/Visualforce, Managed Packages, SOQL/SOSL, Data Loader, APIs
- Administered User Access, Workflows, Process Builder, Flows, Templates, Reports, Communities, and Case Management
- Analyzed system integrations (REST/SOAP) with SFDC, mapping, design, testing, data migration, data governance
- Techno-functional documentation: User Stories, Design Specs, Support, Acceptance Criteria, UAT, Training Documents

Business Analysis:

- CRM Business Domain: process reengineering & leveraging system functionality in CRM Ecosystem in Pharma & Retail: Sales & Marketing Automation, Samples Mgmt, Clinical Trial Mgmt, Field Provisioning, Sales Activities & Compensation Analysis
- BA Skills: Trained and Experienced in process modeling, requirements elicitation & analysis, prototyping, functional mapping, configuration, user/system admin, Integration, System Testing, UAT & Training, Support & Change Management

Project Management:

- PMP: <https://certification.pmi.org/registry.aspx>; Scrum Master: <https://www.scrum.org/certificates/428538>
- Conversant with Agile (Scrum), Rational Unified (Iterative) Process (Certified Mentor), and Waterfall
- Excellent Team, Client, Executive, and Vendor relationship & communication skills
- Experienced in turnkey projects, as well as operational support of processes, systems, data & infrastructure
- Worked extensively on project/portfolio mgmt. (PMO), ROI analysis, project budgeting, risk assessment & mitigation, project planning, communicating with diverse stakeholders & executives, in a matrix setting
- Experience managing teams, onsite/offshore model, managing change, developing SOPs, building partnerships

Fortune 500 Companies (Life Sciences) Experience:

- Worked at Amgen (FTE) for 7 years and consulted Boston Scientific, Johnson and Johnson, GlaxoSmithKline, Pfizer (Wyeth), Eli Lilly (ImClone Systems), and Boehringer-Ingelheim for 7 years
- Experience delivering multiple large business-critical regulated systems for Pharmaceutical Companies in
 - *Development*: Clinical Trial Management, Data Store, Safety Reporting
 - *Medical Affairs*: Regional Medical Liaisons, Call Center, Medical Communications
 - *Commercial Ops*: Sales Reporting & Analytics, Sales Comp., Samples Mgmt, Sales Automation, Marketing
 - *Supply Chain*: Order Management, SAP Product Master for Clinical Drugs
- Understand industry regulations, and their implications on processes, system, data, and testing/validation: GxP, GAMP4, Product Safety, Regulatory Submissions, HIPAA, FDA 21 CFR 11, EDI (HL7), ISO 9001:2000, Section 508, EHR

Software Skills:

- *Business Systems*: CRM (Salesforce, Veeva, openQ, Siebel), eMatrix PLM, SharePoint, SAP, Documentum, WordPress
- *Business Process Modeling Skills*: LucidChart, CaseWise, EA, Visio, ProVision, iGrafx, UML, MS/Google Docs, Avonni Creator
- *PM & QA Tools*: MS Project, JIRA, Confluence, HP ALM, Selenium, SharePoint, VSS, RequisitePro, EDM, IBM CMDB, ITIL
- *Programming Skills*: Python, Java, C#, XML, HTML, PHP, JavaScript, COBOL, Android Studio, Ruby, Perl, VBA
- *Analytics & Reporting*: Einstein Analytics & Discovery, IBM Cognos BI, SAS DataFlux, Crystal Reports, Tableau
- *Data & Integration*: Informatica ETL, BizTalk, Data Warehousing, Data Store, SQL, ER Modeling, Data Dictionaries
- *Release Mgmt*: Copado, Jenkins, Python (Django) on PythonAnywhere, AWS Amazon Workspaces, BitBucket

Education:

- MBA from IIM, Lucknow (India's #4 Business School) in 2000
- Bachelor of Computer Science Engineering (Merit Distinction) from Osmania University College of Engineering in 1998

Boston Scientific (Medical Devices Domain) – Valencia, CA **Dec 2019 – Present**

Product Owner, Salesforce (Contract)

Product Owner for **Sales Operations**

Dec 2019 – Present

- Leading support for 600+ Territory Managers and 1000+ Clinical Specialists (CAS), supporting 3 Business Franchises
- Leading efforts on P360, influencing strategy and execution for Provider, Payer, and Patient processes
- Champion, design, deliver and support robust solutions for complex Sales and Marketing business needs
- Leading major marketing initiatives to revamp lead generation, campaign management, and marketing effectiveness
 - Zoom.us, Pain.com, DBSandMe.com integration: AEM, EAI, Informatica ETL, LucidChart, JIRA, Salesforce

Lead BA for **Health Cloud Phase I**

Jan 2020 - Present

- Successfully piloted Health Cloud for managing Patient Engagement, Patient Portal, Provider Search & Lead Generation
- Partnered with Health Cloud Program Architect from Salesforce, assessing technical debt, functions, and roadmap
- Mapped business processes to Health Cloud and worked hands-on on proof-of-concept for fitment & technical feasibility
 - Migrate from custom Patient Data Model to out-of-box Person-Account Model
 - Design Provider Model, Care Plan Templates & Care Team, Patient & Physician Cards
 - Patient-facing Community with features such as Care Plan Adherence, Assessments, Provider Search

Strategy & Execution Lead for **Einstein Analytics & Discovery**

Jan 2020 - Present

- Leveraging Einstein Analytics Plus for Sales & Marketing Analytics to understand and mitigate impact of COVID-19
- Helped design, develop, test & deploy dashboards for management: Campaign KPIs, Patient Journey, Lead Scoring
- Helped redesign and adopt Einstein Lead Scoring and Opportunity Scoring to help prioritize Field activities
- Designed and deployed Einstein Discovery Stories for Diagnostic & Predictive Analytics for Marketing Initiatives

Johnson & Johnson CSS (Medical Devices Domain) – Irvine, CA **May 2019 – Dec 2019**Lead BA & Engagement Lead, **Capgemini** (Contract)Lead BA for BWI **Salesforce** CAS Scheduler Releases & Maintenance

May 2019 – Dec 2019

- Streamlined Case Scheduling for 1000+ Clinical Account Specialists (CAS), supporting a \$2B business operation
- Refined Issue/Request Intake Model orchestrating processes of various teams on IS & Business Teams
- Helped remediate critical business & system issues, encouraging proper triaging and fix-once long-term solutions
- SME on Next-Gen Solution projected to save \$60M using Salesforce Field Service Lightning with ClickSoftware
- Orchestrated efforts of large offshore and onsite teams to support 3 Salesforce Orgs and 4 Operating Companies

Lead BA for BWI **Salesforce Community** for 1000 CAS & 600 Electrophysiologists on iPads

Aug 2019 – Oct 2019

- Supported UAT & Business Communications, helping prioritize & resolve issues in a timely manner
- Led Case Entry Optimization Initiative to support Metrics for Electrophysiologists & for CAS to promote 3 new products
- Coordinated Data Clean-up & Prep Efforts with Business & Support Teams
- Tracked Requests & Defects to closure, supporting productivity & transparency
- Coordinated efforts of large offshore team, comprising of tech lead, developers, and testers
- Supported business with Limited Market Release (LMR) and FMR: Demos, Mock-ups, Analysis, Training, Hypercare, etc.

Lead BA for **Apttus CPQ & Salesforce** for 100 Territory Managers & Sales Leadership

Sep 2019 – Nov 2019

- Help bring a system on hold back to usage, saving huge costs & reducing risks for business
- Collaborated with JnJ Support & Apttus Product Vendor Support & Managed/Professional Services
- Working on rebuilding crucial business process & system support documents
 - Catalog/Bundling, Discounts & Approvals, Quote Gen and eSign, Subscription, Maintenance and Asset Mgmt

Lead BA for **Cerenovus Salesforce** for 50 CAS & 70 Territory Managers

Sep 2019 – Dec 2019

- Supported business launch of new products for hemorrhagic & Ischemic Strokes
- Helped design & gain approval from business on Mock-ups, highlighting issues & early approvals of design
- Supported Scrum Master with Release Planning, Stakeholder Management, Capacity Planning
- Helped streamline Decision Metrics for Leadership leveraging Salesforce and Qlik

EMPLOYER: Sandbox Computers (Education/Retail Domain) – Thousand Oaks, CA**May 2013 – May 2019**

BA & PM: CRM Systems

BA & Admin for **Salesforce** Implementation & Maintenance

Feb 2018 – May 2019

- Developed Business Case for transitioning to Salesforce and created Prototypes for evaluation
- Mapping Processes for Leads & Opportunities, Sales (incl. CPQ), Service Tickets, Marketing Campaigns
- Implemented CPQ (Configure-Price-Quote) in Salesforce to manage Contract Lifecycle for Accounts & Partners
- Worked on Data Migration from Legacy System and external sources, designed DQ SOPs and Validation Rules
- Integration for Leads & Cases with Ring Central (Phone), Email (Gmail), Web (WordPress), Analysis (Tableau)
- Configure UI & Processes, User Access Control, Reporting & Dashboard Design, Workflows, Apex Code Deployment
- Tools & Methodology: **Salesforce**, Salesforce CPQ, Agile Scrum, JIRA, Confluence, MS Project, MS Excel

BA & PM for Systems Design for **CRM Ecosystem** (Web Apps and Parent Portal)

May 2014 – May 2019

- Designed Course Catalog, Student Enrollment, Parent Portal, and Payment Processes to support \$2M/year business
- Designed User Stories, and worked with Tech Leads and Multimedia Designers to develop Portal
- Extensive functional and regression testing (manual & automated), led SIT and coordinated UAT
- Led project planning, budgeting & ROI analysis, resourcing, mitigated risks, stakeholder engagement
- Supported data-driven sales & marketing strategy by iterating through planning, delivering, and refining BI capabilities
- Collated data from various sources, including website, and loaded them into Zoho CRM using Informatica ETL
- Tools: **Zoho CRM**, **Tableau**, WordPress, MySQL, PHP, MS Project, Agile Scrum, Methodology, JIRA, Confluence, MS Excel

EMPLOYER: Amgen (Pharmaceutical Domain) – Thousand Oaks, CA**May 2006 – Apr 2013**

Specialist Business Analyst

BI-BA & QA for Sales Operations - CRM & Business Intelligence [**Salesforce** & Cognos BI]

May 2011 – Apr 2013

- Activities & Reporting for 2000+ Sales Reps in Oncology, Nephrology, Bone Health, Inflammation & Corporate Accts
- Tracked POA (Plan Of Action), Field Activity, Territory Alignment, Prescription Data Analysis, and Compensation
- Helped optimize reports in terms of volume, data & visualizations, and remediate report performance issues
- Integrated & Tested SFDC to Data Warehouse, designed & tested content & access of recurring & Ad-hoc Reports
- Consistently met SLAs for Service Delivery and Change Request Management
- Analyzed SFDC integrations with Outlook, Territory Mgmt. s/w, mapping, design, testing, data migration, data governance
- Tools: **Salesforce** (**Veeva** on iPads), Cognos BI, JIRA, SQL, HP ALM

BA & PM for Regional Medical Liaisons – CRM [**Salesforce** & openQ CRM]

Jun 2009 – May 2011

- Supported analysis & adoption of Smartphones & Tablets by 150 Medical Liaisons & 2000 Sales Reps
- Assisted with testing & training of Salesforce Application on iPhones and iPads
- Lead Workstream & UAT for Field Provisioning:
 - Successfully rolled out Smartphones (saved 25% Costs for 350 RMLs), and BitLocker (95% Compliance)
 - Coordinated with Vendors to ensure timely delivery and quality service of Smartphones and Mobile Apps
- Lead BA for GOLE NextGen Analysis [**Salesforce** Product & Implementation Vendor Evaluation]:
 - Modules: HCPs, Administrative Staff, Hospitals/Clinics, Activities & Events
 - Developed prototype in Salesforce: process, pages, workflows, fields, reporting and dashboards
- System Owner & PM for GOLE [**openQ CRM**]:
 - Led transition to Hewlett Packard (HP) (projected to save \$2M over a 5-year period)
 - Structured & Unstructured Data from Med Comm Sites & RML Systems to help refine RML Profiling and POA

BA & QA for Clinical Trial Management System (CTMS) [**Siebel CRM**]

May 2006 – Jun 2009

- Supported analysis & adoption of Smartphones & Tablets by Medical Liaisons & Sales Reps.
- BA for CTMS 4.0 & 4.1 Releases [2008-2009]:
 - Revamp of CTMS processes, including global CTMS process alignment for Development Org with over 1000 Users, Study & Site Management, Monitoring compliance, Dev ODS and Siebel platform upgrade to 8.0
- Data Governance Board [2008-10]:
 - Influenced data quality, design, and governance of Clinical Trial Management Data in the Amgen Data Store, and supported downstream functions & systems: Operations, Marketing, Accounting, and Sales

EMPLOYER: C3i (Pharmaceutical Consulting Domain) – Morristown, NJ

Jul 2004 – May 2006

Senior Business Analyst & Tester

Lead BA & QA Lead for CRM: Boehringer-Ingelheim (Pharmaceutical Domain) (Hartford, CT)

May 2005 – May 2006

- Mapped processes to **Siebel** and deployed the solution on Tablet PCs to streamline the samples mgmt. processes
- Reduced loss (by 25%) & improving accountability for over 500 Reps
- Technologies: Siebel CRM, HP Tablet-PCs, MS Visio

Lead BA & QA Lead: CRM for ImClone Systems – Eli Lilly (Pharmaceutical Domain) (Sommerville, NJ)

Oct 2004 – May 2005

- Replaced patchwork of paper & spreadsheets vital for ImClone's 50 Medical Liaisons and 300 Sales Reps across USA
- Helped replace silos of Contact Call Mgmt. and Syndicated Data to deliver an integrated solution on Hand-held devices
- Led Testing using QTP, designed Test Cases, coordinated Systems & Integration Testing, and supported UAT
- Tools: **Siebel** on HP iPaq, HP QTP

BA: CRM for Pfizer (Wyeth) (Pharmaceutical Domain) (Collegeville, PA)

Jul 2004 – Oct 2004

- Engaged in Scoping, Process Mapping to **Siebel CRM (Service)** thru interviews, observations, focus groups, role plays
- Presented solution options for Wyeth's Call Center for Medical Communications

EMPLOYER: Satyam Computer Services (System Integrator) – Philadelphia, PA

Jun 2002 – Jul 2004

Siebel CRM Business Analyst

BA & Onsite Coordinator: **Siebel CRM** for GlaxoSmithKline (Pharmaceutical Domain) (Philadelphia, PA)

Oct 2003 – Jul 2004

- Analyzed requirements for, and designed Order Tracking System for Bexxar, a radio-oncology drug
- Started out with Assessment, and won the project by designing proof-of-concept, that delighted the customer
- Mapped to Siebel, interfaced with manufacturers & distributors (McKesson's Oracle ERP & Cardinal Health's SAP ERP)
- Coordinated offshore resources for development & testing, using HP's ALM (Quality Center)
- Leveraging GlaxoSmithKline's IQMS (Integrated Quality Management System) delivered validated system & interfaces

BA Lead: **Sales Force Automation** for GlaxoSmithKline, Dubai (UAE) & Riyadh (Saudi Arabia)

Mar 2003 – Oct 2003

- Streamlined field processes and automating solutions using **Siebel Pharma & Handheld**
- Helped tailor the solutions to the specific needs/regulations of the region, while also leveraging global features

Product Manager: eMatrix PLM Practice (Bangalore, India)

Jun 2002 – Mar 2003

- Alliance Management, Event Management, and Business Planning
- Sales Support: Industry Analysis, Prospect Research, Proposals

EMPLOYER: HCL Infosystems (System Integrator) – Delhi, India

May 2000 – Jun 2002

Presales Consultant

- Principal Pre-Sales Analyst on the eServices Team at HCL Infosystems, supporting Sales in Asia Pacific Region
- Played a vital role in successfully closing 8 sales cases, totaling a revenue potential of \$15M
- Analysis for Electronic Billing for Utility/Govt. Services, and integration with Payment Gateways in Malaysia & Singapore

Trainings & Certifications:

- **Business Process & Data:**
 - Salesforce Certified Administrator, Sales Cloud Consultant, and Service Cloud Consultant: <https://trailhead.salesforce.com/credentials/verification>
 - Cognos BI, Salesforce Developer & BA, and Veeva BA (Salesforce for Pharma Industry) at Amgen
 - Tableau & Python (incl. Math & Data Libraries) Training on Coursera, Statistical Analysis in MBA
 - Siebel Certified Business Analyst (by Siebel Inc.) & Customer Certified (by GlaxoSmithKline, USA)
- **PM & QA Lead:**
 - PMP Certification from Project Management Institute: <https://certification.pmi.org/registry.aspx>
 - Professional Scrum Master (PSM I) Certified: <https://www.scrum.org/certificates/428538>
 - HP Testing Suite (Manual & Automated) Training at C3i by HP (HP ALM, UFT & Load Runner)
 - FDA, GxP, GAMP4, HIPAA, EDI, Product Safety, RML, Sales Activities/Reporting Regulations at Amgen
 - IQMS Certified for CRM Systems Validation for Pharma at GlaxoSmithKline

Memberships:

- Rotary Club
- Toastmasters International