Sriram Sundar

Phone # 408-772-6839
srisundar@gmail.com

Summary:

- Customer focused Business applications Leader in CRM, CPQ, MarTech, Customer Success Apps & Integrations
- Delivered several cycles of ramping business processes, delivering Tech stack and built successful enterprise teams that drive business success
- More than 20 years of experience in enterprise applications, Lead to Order & post sales processes
- More than 15 years of experience in Salesforce.com platform and Force.com integrated application suites
- Success in quick user adoption, senior management engagement & efficient feature resolutions
- Experience in working with SaaS, Integration vendors
- Excellent verbal and written communication skills
- Experience with Project finance & Valuations
- MBA with graduate degree in Engineering & Technology

Summary of Technology skills

Area	Applications/ Tech Stack
Lead to Order	Salesforce.com, Siebel
Force.com applications	Salesforce CPQ, Pardot, FPX, Apttus, Firepond, Xactly, Marketo, people.ai. Anaplan, Einstein Analytics, Tableau, Webinfinity, Communities, Aviso, Gainsight
Mar Tech Stack	Pardot, Marketo, RingLead,FCI,Lean Data, Salesloft, people.ai
Enterprise apps	Netsuite ,SAP- SD Module, Oracle Applications –Order Management and Inventory, Changepoint
Integration & Reporting Tool	Boomi, Mulesoft, Tableau, Periscope Data, Business Object DI , Business Objects, Fusion Middleware
Web Technologies	Vbscript, HTML ,e-scripts
RDBMS	Oracle 7,8i,9i,MS Access, DB2

Professional Experience:

Tanium Inc
Director Sales Applications   Jan 2017 – Till Date

Responsibilities:

Responsible for GTM business process and applications – Salesforce.com, Salesforce CPQ, Webinfinity PRM,Apttus, people.ai, Boomi, Xactly, Gainsight, Netsuite Integration
Ramped business process & tech stack to facilitate growth from 150 Mn ARR to 425 Mn ARR
Built Sales Applications team from 0 to 8 in 3 years
Implemented & stabilized Salesforce CPQ, Apttus CLM, Einstein Analytics, People.ai , Gainsight, MarTech Stack & Partner & Customer communities
Implemented & stabilized Bi-directional integration between Salesforce & NetSuite for Sales & Purchase processes.
Drive Business users Executive Council
Manage and deliver GTM application roadmap
Application selection, procurement, negotiation , implementation & Life cycle management

Splunk

Architect   **Nov 2013 – Jan 2017**

Responsibilities:

As part of Sales Ops team, I was responsible for Lead to Order business process and solution that automate and reduce friction in this process flow.

Key Projects:

Configure Price Quote (CPQ) Implementation

A mission critical project to improve efficiency with Product & Program introduction, Quoting Guard riles, rule-based approvals and approval velocity, Co-term automation and Analytics

Co-term Automation

Transition from manual spread sheet-based co-term process, to system-based automation that significantly improved renewal & upgrade process.

Executive KPI Automation

This eliminated 10 + mb excel file that went around the world for reporting to Tableau Story board and this is automated through standard SFDC Tableau connector.

Lead to Order Roadmap

Streamlined lead to order roadmap deployed through "Hackathon" cadence that reduced the cycle time significantly

VMware, Inc.   **May 2008 – Nov 2013**
Lead Business Analyst / Portfolio Manager

Responsibilities:

As part of the Customer Operations group within IT, I lead projects that streamline Partner experience, automate and optimize Partner & Field Sales Operations processes. In addition, I support PSO Education and & OEM operations.

Key Activities
Build and drive Project schedules across teams both VMware and development Partners
Facilitate Build / Buy decision and Product/ Vendor selection processes

Sriram Sundar
Phone # 408-772-6839
srisundar@gmail.com

Build resource plan and facilitate Instance map decisions
Lead requirement workshops, and responsible for application design
Manage IT QA and UAT process and own End to End functionality
Lead and delivery Alpha & Beta reviews
Manage Post Launch support and Platform Roadmap

Key Project delivered at VMware, Inc.

Enterprise Programs
Subscription Delivery Platform

Partner Operations
Partner Central Localization
Partner Central Personalization
Partner Store implementation and automation of TAP store and Program fees
Solution Enablement Toolkit (SET) rollout
Consulting & Integration Partner Program rollout

Professional Services Organization
Changepoint PSA: Vendor selection, implementation and manage implementation roadmap
Opportunity Management, Engagement and Customer Intelligence platform

Sales Operations
Strategic Account Plan
Optimizing SE Activity process

OEM Operations
Automation of Service contract renewal with HP
Rollout of Bundled product automation for OEMs

Ericsson, San Jose, CA   **Aug 2004 – May 2008**
Team Lead / Project Manager

Redback Networks Inc. is a provider of telecommunications networking equipment. The Siebel Call center implementation manages all post-sales customer facing activities and covers customer service, logistics, and repair, quality and operations functions. I was responsible for re-engineering the process and implementing Siebel 7.5.3 replacing the existing Siebel 2000 instance.

Responsibilities:
Identify limitations of the existing system; eliminate redundant customization, build re-implementation plan, project management, design and implementation of the re-engineered Siebel application. Ongoing application sustenance and interface management

Key Activities:
Critical analysis of the existing application Identify redundant customization and plan for improvements
Re-implementation goals, objectives project & resource plan
Requirement analysis from user groups: TAC, Logistics, Order Management, Contract manufacturer and customers
Design of the primary modules of the application: Service Requests, Service Orders (RMA), Assets, Products, Accounts, Contacts, Repair, Agreements, Entitlements and eservice

Automate critical processes of RMA management, Entitlement verification & Failure Analysis

Design and management of the interface with Oracle ERP using BODI for Accounts, Contacts, Assets, Agreements and Entitlements information

Design and implement Workflow Policies, Processes, Outbound communications and Email response manager

Production support and new feature, bugs and escalation management

Environment: Siebel Call Center 7.5.3, Oracle 9i, BODI, Oracle eBusiness suite 11.5.10

Team Lead and Project Manager:
Salesforce.com & Firepond: SFA Implementation   Sept '06 -   May 08

Salesforce.com and Firepond was implemented to streamline the Lead to quote business cycle and to automate the quoting and forecasting process at Redback. The implementation covered marketing, field sales, sales operation, and Finance and Product management functions. This also included an addition bi-directional integration with Oracle ERP and a number of App exchange products such as Vertical Response, Xactly that addresses specific needs of marketing and sales team.

Responsibilities:
Requirements Analysis, Design, Implementation, Core team coach during the implementation and ongoing feature enhancements.

Key Activities:
Requirements analysis, project and resource plan. Risk and contingency plans
Preparation & author of Report of Findings (ROF) document
Technical design document, Interface Agreement Document (IAD), GAP analysis and customization plan.
Alpha, Beta review release signoff and escalation management
Core team coach on functionality and process
Bug resolution and ongoing enhancements management.

Environment: Salesforce.com EE, Firepond CPQ, Vertical response, Xactly

Harland Printed Products, Atlanta, GA   Nov '03 to July' 04

Senior Analyst

Harland Printed Products is a leading manufacturer of printed financial products for Financial Institutions and Business solution providers. This project is part of overall process of re-vectoring the company focus from product-based company to service/customer centric business. Current Siebel implementation is a part of the overall strategy to rationalize the legacy application and streamline all customer facing processes and systems. The project is part of the HC2 (Harland Customer Care) initiative.

Responsibilities:
Lead analyst in the Pricing work-stream and responsible for Implementation of complex Pricing rules for the wholesale and retail Divisions of Harland

Key Activities:

Requirement analysis and iterative discussion with business owners on the pricing rules to be implemented in the Siebel platform
GAP analysis and pricing rule simplification
Solution design for pricing rules using standard price Lists, 'Exception Price lists'
Performance analysis and impact of complex business rules on performance and risk mitigation

---

Pricing and taxing business service design that invoked off order line item business components
Analysis of reporting requirements and schema change analysis

Environment: Siebel 7.5.3, IBM -DB2, CaliberRM Web Ver4.1, Mercury Test Director 8.0

AT &T, Bridgewater, Middletown, NJ   Nov '02 – Oct '03

Role:

Design and configuration of application and interfaces in the implementation based on Siebel 7.5.2 e-communications to address the pre-sales process requirements of the Telecom Major.

Responsibilities:
Lead analyst in the order Handoff team and responsible for successful implementation of the quote handoff to downstream applications

Activities:

Design Bundled & customizable products with multiple attributes, Cross Product and component validation rules
Discount administration through categories in ePricer, discount and price envelopes
Re-price, Stabilized pricing and Blank/Budgetary price processes
Design transaction tables to facilitate capture of inbound data elements and triggers and data mapping of internal and external IOs
Design interface with legacy contract systems using EAI through the XML Business services
Develop Interface Agreement Documents (IADs) with various interface system teams
Implement validation rules of the data set through workflow triggers and up gradable objects and scripts

Platform: Siebel eCommunications 7.5.2, Oracle 9i

Academic Preparation & Training

Description	University
Certification in Internet Business & Technology	**U. C. Berkeley**
M.B.A	**XLRI (India)**
B. Tech	**Anna University, India**

Siebel 7 Customer Certified Consultant
Certification in Oracle 7.0 – RDBMS, Forms and Reports
Certified Salesforce.com Professional