**Ponna Sashanka Setlem **

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**Summary** Bringing Executive Experience in Salesforce Applications for Business requirements and solutions.Ingenious, extroverted and end user focused engaged in dual role and responsibility as Delivery Manager and Enterprise Application Architect. Hands - on and results-driven implementation manager and deployment professional with more than 10 years of experience with the highly coveted blend of business savvy in the health care industry and Information technology expertise. Proven ability to lead high-performance global teams in projects impacting must-win and mission-critical process improvements, execution of multimillion-dollar operations, project management, strategic planning, test, and support management. Skilled at analyzing requirements and translating corporate business needs into comprehensive strategy, road map, and implementation plans. Calculated risk taker to get processes moving quickly in transforming ideas into action.

**Education**

**Dakota State University**

 Master’s in information systems

**University of Greenwich**

Masters in Pharmaceutical Sciences

**Rajiv Gandhi University of Health Sciences University**

Bachelor’s in pharmacy

***Certifications-* Certified Salesforce Administrator**

**Certified Salesforce Platform Developer I**

**Certified Salesforce CPQ specialist**

**Skills Technical Skills:** Project Management, IT Strategy, CRM, Business Intelligence, e-Commerce, MDM, Sales, Marketing, Service, System Integration, Operations, Financial reporting & Analysis, Excel, PowerPoint MS Project, Visio, DocuSign, Application system development, Access, SAP, CRM Salesforce.com, Visualforce, WRIKE, Agile/Waterfall, System Architecture, Jira, Windows, Unix.

**Salesforce.com:** Salesforce CRM, Objects, Workflows, Approvals, Formulas, Automation, Validation Rules, Relationships, Page Layouts, Email Templates, Roles & Profiles, Reports & Dashboards, Salesforce Lightning Design System (SLDS), Case Management, Pardot, Security and Sharing rules, AppExchange, Apex Data Loader, Salesforce Sandbox configuration, Force.com.

**Operating Systems:** Windows XP/ Windows 7/ Vista,8,10, MAC OS, Linux.

**Experience**

**04/19 – Now Cloudely Inc. (Avel eCare)**

**Solutions Manager/Architect**

Currently working in a role with combined duties of Lead Analyst and IT/ Salesforce Solutions Manager in a Health care organization. I work closely with IT, Business Development team, which includes Sales, Service, Marketing and implementation team's requirements.

* Hands on experience working within all phases of the Systems Development Life Cycle and an Agile driven development environment. Project/Client management experience.
* Collaborate with product owners and business analysts to transform evolving requirements into working applications that meet the business and usability needs.
* Assists team in management of project expectation, deadlines and schedules with various stakeholders. Develop system specific KPIs (Key Performance Indicators) to provide users / departments with detailed data analysis for important metrics within the PIM solution.
* Own the delivery of Application Support operational activities to the Business and IT stakeholders Provide seamless support to the application users. Manage all aspects of vendor activities on the Salesforce platform.



* Understand the business needs and help the business identify solutions (package or custom) that will enhance our business processes, increase efficiency, and promote user adoption.
* Oversee and ensure adherence to Salesforce Governance practices and policies.
* Partner with the Product Owner and key stakeholders to create a platform roadmap and define priorities.
* Oversee data and metadata backup process and proactively troubleshoot any errors.
* Manage Sandbox environments and release path.
* Monitor data quality and implement solutions to remediate data issues.
* Proactively manage system maintenance including Security Reviews, Release Updates, Health Check, and Optimizer ensuring optimal performance of Salesforce systems and products.
* Identify unused or underutilized platform features. Maintain up to date certifications and knowledge on new Salesforce features. Coach Salesforce Admins on features and best practices.
* Performs other duties as assigned by immediate manager or management team

06/16 – 04/19 **Legend Business Solutions Owatonna, MN**

**Senior Salesforce Business Analyst**

* Collaborate with product owners and business analysts to transform evolving requirements into working applications that meet the business and usability needs.
* Work closely with development teams to understand testing requirement and roll out automation framework. Set up and maintenance of test environment.
* Manage incidents and escalations, evaluate risk and propose solutions to minimize business Impacts during outages. Take ownership of issues, communicate with Business and create incident alerts, call facilitation and coordination with technical, infra teams and vendors to ensure issue resolution within SLA.
* Setup QA Processes and define QA strategy for automation testing, adjust (through design and code) existent automation testing framework that will be used for full regression testing and performance/loading testing.
* Involved in implementing some key features of MuleSoft to help developers to connect applications together quickly and easily and allow exchange of data.
* Worked along with Project Manager to enact overall project methodology from the starting phase through implementation/planning.
* Documented requirements in user stories and use cases, process flows, and huge waterfall documents depending on the business and project need.
* Given a role as acting IT manager engaged directly for application development, release management, resource allotments, supporting of production and environment issues, and removal of progress roadblocks.
* Provided weekly progress reporting and control on the intake process for new requests during a four-month transition window.
* Implemented a new portfolio reporting strategy for Financial services throughout the organization.
* Disaster recovery planning, testing, auditing, risk analysis, business resumption planning and contingency planning.
* Assist in proof of concept/implementation with switch tool testing vendor and make recommendations relating to potential collaboration, partnerships and underlying business opportunities.
* IT Environment Management, Maintenance in compliance with Confidential ’s quality & Security Management Policy & standards.
* Centralized and reported on all work efforts within the Strategic Business Initiatives, ensured owners are assigned, status is reported, issues are addressed and/or escalated, and target goals are established.
* Created the monthly report from all the teams to the PMO for Executive/leadership Reporting.
* Participated in PMO regular development initiatives for standardizing Schedule metric report, stakeholder analysis and requirement traceability. Provided expertise and examples of create project organization charts as well as Action Item/Issue Log/Risk Log to the SDLC committee.

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* Implemented project management, business analyst, and testing analyst roles on all projects authorized.
* Performed user acceptance testing of new commercial treasury management and retail online banking products service enhancement. Developed test cases/plans utilizing recommended criteria for testing newly developed products/services. Reviewed results and provided recommendations to vendor of necessary alterations.

08/14 – 05/16 **Dakota State University** **Madison, SD**

***Graduate assistant***

* Involved in troubleshooting and resolved issues related to integration with MuleSoft and developed Apex classes with REST calls to connect to web services.
* Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages.
* Used Tabular, Summary and Matrix reports to create Standard reports and Custom reports.

05/13 – 07/14 **QUINTILES Bengaluru, India**

**Salesforce Admin/Developer**

* Designed and Developed several APEX triggers, classes, Visual Force pages for various functional needs in the application. Work with internal user communities to provide best practices on CRM platform, including training, documentation, and support materials.
* Created Visualforce Email templates and automated Email process to send installation instructions to new and existing customers. Interact with the offshore team, coordinate with development efforts and get the status update on Development items and Bug Fixing.
* Worked and Developed Custom portals, partner portal. Used Apex Data Loader for Insert, update and bulk import or export of data from Salesoforce.com objects. Used it to read, extract and load data from comma separated values (CSV), implanted Automation of their loads.
* Handling Service desk tickets for all types of salesforce.com and integration requests. Worked on Batch Apex, Schedule Apex Jobs. Lead day-to-day administration of CRM, including campaign setup, user and license management, data reporting.

02/10 – 04/13 **Hapee Care – Woodberry Residential care Enfield, UK**

**Salesforce Admin/BA**

* Design, configure, train, maintain Salesforce instance in concert with key stakeholder groups such as Sales, Client Success, Partner Management, Business Operations, Finance.
* Strong understanding of the Salesforce platform, with the ability to build custom apps, objects, fields, and processes.
* Extensive knowledge of Salesforce's automation capabilities and best practices, including flow, process builder, and order of operations required.
* All aspects of user and license management including new user setup/deactivation, roles, profiles, permissions, public groups, OWD, sharing rules.
* Salesforce configuration changes, including Workflow, Process Builder, Flow, assignment rules, approval processes, fields, page layouts, record types, dynamic layouts, apps, actions, custom settings, mobile administration, dashboards, and reports.