

# Bibin Kanniyath Thiruvoth



## Certifications

**Salesforce Commerce Cloud - <https://trailblazer.me/id/bibinkt>**

- Salesforce Certified B2C Commerce Architect
- Salesforce Certified B2C Commerce Developer

## SKILLS

### Salesforce

- Salesforce Commerce Cloud B2C & B2B
- Salesforce Marketing Cloud (SFMC)
- Salesforce Service Cloud (SFSC)
- Salesforce OMS
- Cross-cloud Integrations with Service cloud & Marketing cloud
- Integrations with various third-party cartridges
- Salesforce OCAPI & Headless API Based Mobile Apps Development
- Content Management System integrations e.g Amplience
- Personalized Search & recommendations with SFCC Einstein

### Ecommerce

- Around **10** years extensive retail domain knowledge
- Around **7** years of experience in end-to-end commerce implementation
- Experienced in Mobile First, Headless architecture development
- Experienced in migrating the monolithic commerce applications to micro-service based app using Salesforce Headless API, Spring boot, Play & Akka
- Experienced in ATG commerce

### We Development

- Node JS
- Advance JavaScripting
- Web Components (Google Based Technologies Angular & React etc.)

## SUMMARY

Overall **15+** years of experience, Salesforce certified B2C commerce architect with proven expertise in Multi-Cloud Salesforce ecosystem that includes hands-on end-to-end Salesforce Commerce Cloud (SFRA, OCAPI, Headless APIS) & Salesforce B2C Commerce implementation, Einstein (AI), Cross-cloud integration with Salesforce Service cloud, Salesforce Marketing cloud etc. Have extensive experience in architecting, implementing end to end omni channel multi - site SFCC Storefront which includes several third-party integrations.

Experienced in developing technology focused business transformation Strategy and implementation by leveraging best in class cloud-based solutions. Skilled in Digital Strategy, Omni-Channel Commerce, Enterprise architecture, and Agile Methodologies.

Below are my main responsibilities

- Requirement analysis, designing, architecting, troubleshooting prod issues and hands-on implementation when required.
- Leading offshore based development team and oversee the delivery with respect to development, design, and implementation.
- Meetings with business stakeholders and external stakeholders on the technology initiatives.
- Review the project processes like quality attribute, matrix and monitor the quality index for the project.
- Working with sales team where I would be giving demo on SFRA capabilities and overall commerce cloud features mainly to introduce the customer into SFCC ecosystem
- Managing discovery phase to identify what customization is required, identifying system of records, data flow in and out of various system
- Responsible for overall project estimation, and creating TSD for all the customizations that are required
- Responsible for overall delivery in terms of giving support in sprint planning, managing the team , code review etc. • Hands on development
- Helping business on their day-to-day site merchandising activities

## EXPERIENCE

### Indigo

Commerce cloud architect  
2023 (June) - Present

#### Accomplishments

- Storefront implementation using SFRA
- Pricing and promotion customization
- Vertex Tax cartridge customization
- Shipping and Tax calculation customization
- Customization to support seamless OMS integration

### DeltaFaucet

Commerce cloud architect  
2023 (April) - 2023(May)

#### Accomplishments

- Integration with Salesforce core and Marketing cloud
- Implemented transactional emails & SMS using Marketing cloud
- Synchronized profile data with SF core

### NetGear

Commerce cloud architect  
2023 (Jan) - 2023(March)

#### Accomplishments

- Performance tuning on cart & Checkout
- Billing system integration redesign
- Full story integration
- New Site rollout
- Cart and checkout issues support

### Wicked Good Cup Cake

Commerce cloud architect  
2022 (Oct) - 2023(Jan)

#### Accomplishments

- Implemented the storefront for new brand (Wicked good cup cake) using SFRA.
- Migrated the existing brand (hickoryfarms) which is running on Sitegenesis to SFRA
- Einstein for personalized search and recommendations.
- Integrations with various payment types using Adyen PSP
- Checkout & PDP customization to support the custom flows
- Integration with SOMS for Future delivery support
- Salesforce OMS integration
- Order on behalf of flow using SFCC headless API

### Ariat International

Commerce cloud architect  
2019 (March) - 2022(Oct)

#### Accomplishments

- Website migration from Shopify portal to Multi-site Salesforce B2C Commerce Cloud.
- Einstein for personalized search and recommendations.
- External CMS integration with Ampliance.
- Integrations with various payment Types & thirdparty cartridges

- Migrated Blucore marketing & transactional communications to Salesforce Marketing cloud
- Helped migrating ServiceNow platform to Salesforce service cloud
- Cross cloud integrations with service cloud and marketing cloud to have 360 view of the customer
- Integrations with Bloomreach for improving the personalization.
- Performance tuning both client side and serverside.
- Worked on solutioning integrating retail customer and their orders into Salesforce eco-systems

## **Gamestop**

Commerce cloud architect

2016 (Nov) – 2019(March)

### **Accomplishments**

- End to end omni channel storefront using Salesforce B2C Commerce Cloud
- Built the mobile app using SFCC headless API, Open Commerce APIs and React-native
- Headless CMS Integration : Ampliance
- Order Management Systems integrations
- Implemented various custom checkout flow for supporting the special game launches
- Einstein for personalized search and recommendations.
- Performance tuning for both Web and mobile app

## **JcPenney**

ATG Commerce architect

2015 (March) – 2016(Nov)

### **Accomplishments**

- End to end omni channel storefront using ATG commerce
- Integrations with various payment providers
- Migrating ATG based commerce storefront to micro-service based applications using Spring boot and ReactJS

## **B&Q PLC**

ATG Senior developer

2012 (March) – 2015(Feb)

B&Q plc, originally known as Block & Quayle, is a British multinational DIY and home improvement retailing company headquartered in Eastleigh, England, United Kingdom. The project is all about to create a Agent facing application for DIY.com in ATG platform. The aim was not to use inbuilt CSC module completely but to inject a service layer and build the front-end part from scratch. This will help BNQ to deploy CSC functionalities as set of services and can be utilized from none ATG platform. I have designed the Amendment of submitted order & return order flow [cart, checkout and integration with fulfilment system] also I could involve the end-to-end architecture of the system.

## **Walgreen**

ATG Senior developer  
2010 (Jan) – 2012(March)

Purpose of this project is to implement the store specific order [click and collect] for Walgreens I have involved in this project starting from the requirement analysis, low level design, and implementation.

## **Training & Courses**

### **Salesforce Commerce Cloud**

- Administrating Salesforce Platform
- Digital Store Solution
- Order Center (OMS) End to End
- Creating and Managing Contents
- Architecture Solution Design
- Load Testing & Best Practices
- SFCC Platform Architecture
- Designing for Site Genesis
- Exploring Site Genesis
- Storefront Order Access Authentication
- Using JavaScript Controllers
- Using Predictive Intelligence (Einstein)
- Working with SFCC API's
- Administering the Digital Store Solution
- Configuring Order Center Solution
- Realm Move
- Troubleshooting on the SFCC Platform
- Using Customer Service Center
- Applying Solution Strategy Principles

## **Education**

**NTTF (Nettur Technical Training Foundation) Bachelor's degree, Information Technology 2003 - 2006**