**Mahmud Nash**

214-417-8044 Dallas, TX

mahmud.nash1@gmail.com

**PROFESSIONAL SUMMARY**

7x Certified Salesforce Principal Functional Consultant, Techno Functional Business Analyst and Military Veteran with over 15 years of proven ability to interact and collaborate with multiple levels of management and diverse cultural audiences. Accomplished measurable results while leading teams in a dynamic, fast - paced environment. Comprehensive background in CRM encompassing sales and business analysis derived from conducting domestic and global operations.

* Strategic Planning
* Risk Management
* Emergency Administration
* Change Management
* Conflict Resolution
* Training and Development
* Human Resources
* Multi-Unit Management
* Resource Allocation
* International Relations
* Multi-Project Resolution Management
* Excellent analytical, written, oral and consulting skills, able to articulate and document functional requirements, influence the solution design for business users and the development team.
* Excellent understanding of cloud computing to enterprises and vast experience in the project scoping, architecture, and leading requirements gathering sessions for various cloud computing solutions.

**PROFESSIONAL EXPERIENCE**

**NTT Data Services June 2018- Present**

**Principal SFDC Functional Consultant**

Multiple projects execution, Data modeling, technical development, testing and implementation. Leading a team of 35 Senior consultant of NTT Global Deployment Center: Architects, Developers and System admins.

**Alcon, Inc.** Fort Worth, TX – Medial Devices

Field Service Lightning, Salesforce Service Cloud, SAP CRM, CPQ, Pardot

* Managed and collaborated Single and Multi - Departments, Senior Management, External Customers, Vendors and Contractors.
* Partnered with various key business partners and solution teams to evaluate requirements and recommend best practices- Integration, workflows, process design, enhancement recommendations and risk management for Field service Lightning and Service Cloud Implementation
* Data Modeling, Data integration, Functional and technical Specifications
* Worked out of JIRA ticketing system to manage tasks and plan weekly sprints for Waterfall and Agile mixed project.
* Delivery consulting-Salesforce & Pardot integration, Architecture. Integration/Connection to Xero, Marketing automation with HubSpot & Pardot, Email & engagement studio drip.Pardot audit with recommendations and A/B testing.

**Honeywell**, Dublin OH – Heavy industry & Defense industry

* Field Service Lightning Project at Honeywell. Took part in developing and creating user stories in the discovery phase, attended the Project Planning Workshop at the Honeywell headquarters, was an integral part of the development team responsible for developing and testing the user stories.
* Host business requirements meetings with the client.
* Developing Salesforce functionalities according to the user stories to meet Stakeholders’ demand.
* Work as a knowledgeable liaison between technical teams, testing teams and business stakeholders
* Authoring business use cases & user stories and writing business requirements documents for developers & data consultants and executing User Acceptance testing
* Host presentations of prototypes/demos with business users
* Configuration and testing of Salesforce functionality during implementations

**Whirlpool Corporation, Benton Harbor MI**

-Global Manufacturing industry

* Created and executed project testing, facilitated change management and
* Created various SOP’s to document and outline new processes.
* Performed clean-up for multiple fields which involved code and configuration review, data back-up, checking integrations and approval from Change Advisory Board
* Configure Lead, Contact, Account, Opportunity and Commercial Properties Process in Salesforce.
* Setup Web-to-Lead & Integrated Mail Chimp to work with Leads and Campaigns, Configured Apple Mail using MS 365 Server to allow email and task tracking for Clients in Salesforce.
* Managed Salesforce licenses and users Case Management for 1500+ Users globally

**Deloitte, Dallas, TX Feb 2015 – May 2018**

**Principal Salesforce Consultant**

* Elicited requirements using appropriate techniques (oftentimes elicitation will require work on artifacts such as Personas, User Stories, and/or Story Maps).
* Collaborated with key stakeholders and Product Owner/Manager to manage and groom the backlog for the team.
* Defined acceptance criteria for a user story.
* Reviewed the acceptance criteria with the Team (Salesforce Admins and Test Engineers) to ensure agreement on testability.
* Collaborated with the team on the definition of done for business analysis tasks to ensure the successful development of user stories.
* Collaborated with business partners and the agile team to define, coordinate, and at times execute Acceptance Testing.
* Evaluated native functionality from third party/cloud solutions and identify opportunities to meet business needs.
* Identified data sources and gathered and analyzed data relevant to processes impacted by the solutions being created.
* Documented functional and non-functional specifications.
* Assisted the agile team with internal test execution, inclusive of documenting results, managing and tracking defects, and troubleshooting issues that arise out of testing.
* Ensured that the latest project progress is known to the agile team by ensuring.
* Determined and used the most appropriate means of representing business requirements in the context of a specific change initiative, ensuring traceability back to the source.
* Completed process mapping and storyboards.
* Collaborated with the agile team during planning and interacted with the agile team.
* Collaborated with other Business Analysts to ensure that the stories identified and defined are aligned with the roadmap.
* Gathered requirements for persona of specific user experiences.

**MOHAWK- Atlanta GA Dec 2009- Feb 2015 Salesforce Business Analyst/Administrator & SAP CRM Admin**

* Interacted with various business team members to gather the requirements and documented the requirements
* Designed, diagnosed and implemented Salesforce**.**com security model for 130 users including setup of profiles, organization wide defaults, territories, roles and sharing rules, Cloud, Chatter & App**-**exchange applications
* Involved in Salesforce Application Setup activities and customized the apps to match the functional needs of the organization and the technical support team.
* Used Salesforce Automation **(**SFA**)** for Sales Lead Management, Account and Contact Management and Approvals and Workflows keeping the end user in mind.
* Managed the UAT testing efforts with business users from legacy CRM systems
* Implemented formal change management **(**CR**)** process and provided training to implementation team to eliminate scope creep
* Worked in close coordination with the Informaticaintegration team to define, diagnose and map system objects, data elements and transformation logic between systems
* Assisted additional teams responsible for integrations to**/**from SAP, DW, Billing and other legacy systems
* Actively assisted the system administration and deployment teams on configuration, deployment and implementation procedures and best practices**.**
* Responsible for deployment to production including management of deployment logs and go**-**live release schedule

**SAP, Long Island, New York 2006 – 2009  
CRM Business Analyst**

* Consulted with business team to identify, define and document business needs and objectives, current operational procedures, problems, input and output requirements
* Developed detailed functional and technical requirements from the high-level business requirements shared by stakeholders; prioritized the requirements for development
* Developed an understanding of how present and future business needs will impact the solution; developed a risk analysis document

**EDUCATION**

University of North Texas **2003-2006**

*Bachelor of Science Engineering*

**TRAINING / CERTIFICATIONS**

Salesforce CPQ, FSL, Platform Developer 1, App Builder, ADM 201, Sales Cloud & Service Cloud

Professional Scrum Master 1 Certification

Lean Six Sigma Green Belt Certification

Salesforce Certified Marketing Cloud Email Specialist

Salesforce Certified Data Architecture & Management Designer

Salesforce Certified Education Cloud Consultant

Salesforce Certified Sharing and Visibility Designer

Salesforce Certified Community Cloud Consultant Certification

Salesforce Certified Nonprofit Cloud Consultant

Salesforce Certified Platform App Builder Certification