




# POOJA THAKUR

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- Digital transformation leader on Salesforce architecture with an overall 12+ Years of IT industry experience. For the last 12+ Years I had worked on multiple Salesforce engagements in various capacities as a Transformation Lead, Integration Architect, Data Architect, Solution Architect, Technical Architect, Technical Lead and Project Lead. Played a Strong analytical and adaptive problem-solving skills. Intuitive grasp of technology at both the high- and hands on levels. Performed business Analysis for client and designed effective technology solutions. Particularly effective at building solutions by customizing and integrating off-the shelf software to avoid costly and time-consuming development.

## EXPERIENCE

Mar 2023 – TILL DATE

### TECHNICAL ARCHITECT, SALESFORCE . COM INDIA PVT LTD

- As a Technical Architect Led the design and implementation of Salesforce solutions as a Technical Architect, providing expertise in system architecture, integrations, and customization for enterprise clients.
- Defined and documented the technical requirements, architecture, and solution design for complex Salesforce projects, ensuring scalability, performance, and security.
- Advised and guided development teams on best practices and technical approaches, enforcing Salesforce coding standards and ensuring adherence to design principles.
- Collaborated with stakeholders to gather business requirements and translate them into scalable and efficient Salesforce solutions, leveraging declarative configuration and custom development when necessary.
- Conducted comprehensive technical assessments of existing Salesforce implementations, identifying areas for improvement and proposing strategies for optimization and system consolidation.
- Implemented Salesforce integration solutions using REST, SOAP, and other integration technologies, integrating with third-party systems, data sources, and external APIs.

Nov 2016 – Feb 2023

### SPECIALIST MASTER, DELOITTE DIGITAL

- As a Specialist Master, I had the opportunity to work as Technical Architect / Lead on multiple projects during different phases of the engagement – strategizing, roadmap, gap analysis, prioritization, MVP scope definitions, Agile delivery.

- Played key roles on roadmap projects bridging the gap between strategy and delivery with my technical expertise and understanding of enterprise applications.
- My biggest achievement at DD is to be known as the go to person for solving complex scenarios related to security, data visibility, integrations and data migrations with clear guidance on how to approach and deliver.
- Engagements include
  - Health Care Customers – Transformation lead – worked with customer stake holders helping

them with discovery, roadmap of phase wise transformations using Health Cloud and Deloitte's proprietary software for Patient Services

- Life Sciences Company – Technical Architect – delivery – Multiple Clouds, integrations and migrations, security, visibility, dev ops, cutover
- Mutual Life Insurance Company – Transformation lead helping customer embark on their digital transformation journey using Financial Services Cloud integrating with AWS and inhouse enterprise applications
- Food Services unit of a Major US Food Company – Technical Architect / Lead – Delivery – Sales Cloud, Salesforce Content, Salesforce One, Lightning, integrations and migrations (SAP), security, cutover
- Mutual Life Insurance Company – Integrations Architect / Lead – delivery – Service Cloud,

Integrations (with in-house RESTful & SOAP API(s)), Lightning

Salesforce Internal accreditation holder for Consumer Goods Cloud and Hybrid CMS

- Experience with Salesforce security features – Profiles, Permission Sets, OWD, Role Hierarchy, Sharing Rules and Manual Sharing
- Experience in SFDC Administrative task like Users, Page Layouts, Workflows, Approvals, Validation Rule, Formula, Process Builder, Flows, Reports and Dashboards
- Experience in SFDC development using Apex classes, Triggers, Visual Force, and SOQL
- Good Knowledge of web technologies like Lightning Framework, JSON, HTML, CSS and Java Script
- Experience in developing Web Services for Integrations between Salesforce and other applications using REST API
- Experience with Salesforce Classic to Lightning Transition
- Experience with Salesforce Territory Management 2.0

Worked alongside the Functional team to gather requirements and groom the stories technically for the developers

- Defined the Process and documented the steps for the Gartner Production Support team to define the manual Territory Load process to keep the Anaplan Data and Salesforce Enterprise Territory Hierarchy in Sync
- Worked with the Salesforce HCD team to define the User Experience for the Sales User when creating Opportunities by using complex business processes
- Provided demo to the Gartner Business team to explain how the access requirements were implemented with clear examples and step by step walkthrough
- Technically groomed the stories by writing High Level Solution Design to the point the developers can pick up and start development
- Performed analysis on the existing Gartner Internal systems and helped with the design to upgrade the Integration with MDM to conform to their Canonical Shape
- Engaged with Salesforce Support team on-behalf of Gartner to identify issues with Einstein Activity Capture and collaborated on providing a solution

- Suggested and implemented multiple automations to increase the Productivity of the users such as enabling users to efficiently filter the Products that they are eligible to sell
- Collaborated with Senior Technical Architect to defined the End-to-End flow for automating the Integration between Anaplan and Salesforce
- Analyzed and documented multiple MDM Services to design the complete experience for Sales Users to request a new Account
- Presented multiple Customization Solution to the Architecture Review Board to get approvals for the implementations which cannot be achieved through out of the box configurations
- Liaison with multiple cross functional team to assist with the smooth rollout for the pilot release of Sales Transformation

– Sales / Service Clouds, Field Service Lightning, Salesforce One App, security, cutover ○  
Bank and a Financial services company – Integrations Architect – roadmap –

Sales / Service Clouds, different integration patterns

○ University of Cincinnati – Techno Functional Consultant – requirements evaluation and gap analysis –  
Deloitte’s re–usable components, Govt. Cloud using communities

**Aug 2013 – NOV 2016**

### **ARCHITECT / SPECIALIST,**

*Partnered with Salesforce Strategic Services as Data Architect / Data Migration Specialist / Application Architect (Staffed by TCS)*

- As an Application architect integrated 4 Salesforce instances for the customer – VCE using Salesforce to Salesforce (this was before Hub and Spoke architecture was a recommendation)
- As a Data Architect for customers – Catalent, Saddle Creek, Staples and Delta Dental of NJ defined data migration processes for performing one time loads and subsequent delta loads using Apex Data Loader – both GUI and command line interfaces (Bulk API)
- As a Data Migration specialist for customers – Dow Jones, EMC, Honeywell, GE Energy, GE Transport, Parametric Technology Corp, Ryder, Bank of America – Practice Solutions, Bank of America – Home Loans and Avery Dennison migrating legacy data into Salesforce CRM

### **INTEGRATIONS ARCHITECT / LEAD,**

- Insurance & Brokerage company – Salesforce Architect / Technical Lead – delivery, Salesforce CRM, configurations, customizations using APEX and Visual Force/LWC, data migrations using Relation Junction ETL, automation using Control M
- Insurance/Brokerage Services company (Currently a part of the biggest US bank) – Salesforce Integration Architect / Technical Lead – delivery – Salesforce.com CRM using multiple middleware.

### **Education Details-**

Bachelor Of Engineering	Computer science Engineering
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**Personal Details-**

Date of Birth- 26/10/1989

Language Known- hindi English

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