

**VIJAY KRISHNA REDDY T**  
E-Mail: [deepuvijay66@gmail.com](mailto:deepuvijay66@gmail.com)  
Phone: +91-9686749414

## **Business Analysis, Operations and Data Governance | Oracle CRM | Salesforce CRM**

*Offering extensive multi-cultural experience in leading global business units & operations, conceptualizing & implementing new system & procedures, exhibiting positive leadership, cultivating strong business relationships, thereby accomplishing organisational goals & objectives*

### **PROFILE SUMMARY**

- Business Analyst with **6+ years** of experience in business development, business operations, data governance and process improvement on Oracle CRM and Salesforce (1.5 years) .
- Key role as a liaison between the end user and multi-cross functional teams to maintain the data standards and implement new process to have a good governance.
- With a focus on customer centric approach, always drive solutions for best user experience and satisfaction to deliver true business value.

### **ORGANISATIONAL EXPERIENCE**

**08-Mar-21 to till date as Sr. Business Analyst Salesforce at Girikon Solutions-White field, Bangalore.**

*Effectuated as Sr. Business Analyst to participate in project team meetings and communicate effectively with cross functional teams and clients. Fulfil the client requirement by coordinating with dev, test and operations teams.*

- Perform Business Analysis with key stakeholders in analyzing and reviewing business, functional and technical requirements.
- Work with dev team in each phase of the features development (*per project requirements*) to ensure a full understanding of intended functionality.
- Prepare discovery document with Client's As-Is business process, requirements, and To-Be process with detailed workflow diagrams.
- Write and manage user stories to meet all business and system requirements of client and ensure to complete the project as per the timelines.

### **PREVIOUS EXPERIENCE**

**Aug 2019 – Feb 2021 VMware software India Pvt Ltd, Bangalore (Under Allegis global solutions payroll). (Business Analyst Data Governance(Salesforce))**

*Effectuated as Business analyst in data quality processes that deal with initial data capture and ongoing data maintenance on VMStar (salesforce), while ensuring agreed upon data quality metrics are regularly monitored.*

*Driving system validation procedures, maintenance reports, deactivation plans, and other documents, plans and reports.*

- Analyze and assess business processes and business requirements. Expertise in Process Re-engineering, **Process Optimization** and Process Standardization on VMStar (Salesforce).
- As a part of Partner Connect Governance, played a key role in defining governance practices to manage content relying on Salesforce and AEM to have a good partner user experience on Partner Connect web portal designed on AEM and relayed on Salesforce.
- Create **Custom objects and fields** with respective relationships per the requirement on Salesforce CRM.
- Worked with 300+ content owners and multiple cross functional teams to identify asset relevancy on ~20K assets and ~500 web pages. This was to ensure we identify and sunset all redundant content from VMStar, so that Partner Connect launch presents a greater experience for VMware Partners
- Analyzed **Data loader** to identify the right objects to work with to automate the content archival process.
- Roll out a data governance framework, with a focus on improvement of application's data quality and monitor the state of data quality. Establish and drive the **data governance implementation roadmap**.
- Work with management and business teams (Salesforce Dev, support & Digital Marketing) to help **identify significant process automation** & optimization opportunities.
- Led multi-functional teams to address business issues and identify/ implement the best approaches for **resolving data quality issues**.
- **Understand user behavior** and Partner with developers in automating the processes to maintain data quality and **enhance user experience**.

- **Document business processes** and train users on new process implementations. Address user' issues if any on the same.

## PREVIOUS EXPERIENCE

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**Oct 2014 – July 2019 – Oracle India Private Limited, Bangalore.**

*Growth Path:*

*Oct-2014 – May-2015: **Business Analyst-Customer Data Management Audit and compliance Team** (Contractor)*

*June 2015 – June 2017: **Analyst – Customer Data operations** – Permanent Employment.*

*July 2017- July 2019: **Sr. Analyst – Global Customer Data Governance.***

- Worked on **Oracle Fusion CRM, OPC, GSI, APEX-Dashboards.**
- Achieved Best Employee Recognition for six times at Oracle.
- Exhibited strong robust service/ performance review process with onshore (Internal Sales Rep's) & offshore management and met strategic goals & service expectations.
- Strong communication, analytical & organizational skills; well organized with a track record that demonstrates self-motivation & creativity to achieve corporate & personal goals

### Responsibilities:

- Spearheading analytical thinking and problem solving for the department and its operating units
- Preparing and presenting monthly, quarterly and annual reports to senior management.
- Facilitating processes changes and making decisions considering possible impacts and delivering a high level of accuracy.
- Coordinating with the management on timely business process updates and cascading it to operating units.
- Ensuring to meet all business requirements with effective working including critical situations.
- Directing activities of all departments; providing leadership, training, and supervision within each department, which includes new hires.
- Assisting Team on day-to-day activities and ensuring quality managed utmost.
- Maintaining good rapport with stakeholders by providing required assistance over the call/ through emails.
- Daily Analysis of Sales Accounts Created to ensure customer attributes are updated as per business standards.
- Interacting closely with CDMACT (Customer Data Management, Audit and Compliance) & Finance Data Desk (Customer Data Integrity and Customer Data Governance), Customer Hierarchy, Customer Data Programs, OAL & Dev Ops etc.,
- Handle the automated volumes via feeders and CRA.

### Highlights:

- Driving the project by coordinating with Oracle application lab (OAL) and DEV ops team for enhancements and quality improvements.
- Represent and support stakeholders' information needs in a consultative and timely manner (via request submission with strict TAT)
- Review potential issues before they affect existing data processes and track their resolution within required periods.
- Worked on Oracle applications (Fusion CRM, OPC, GSI, customer service portals) relating to sales, finance and customer data operations.
- Feedback Loop Process – interacting with D&B Team.

## ACADEMIC DETAILS

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- **B.E/ECE** from Veltech Engineering college affiliated to Anna University of Chennai in 2014
- Intermediate (12<sup>th</sup>) from Sri Chaitanya Jr. College Tirupati with Maths/Physics & Chemistry as major subjects in 2010.
- 10<sup>th</sup> from Camford English High school Chittoor (Andhra Pradesh State board) in 2008.

### Other Course:

- Achieved BEC (British English Council) A2 certificate.
- Self-learning to aim Salesforce Admin certification.

## PERSONAL DETAILS

**Date of Birth:** 06-08-1993  
**Languages Known:** English, Telugu, Tamil, Kannada and Hindi.  
**Address:** BTM, Bangalore, Karnataka, India.