**Praveen Singh**

Development Manager / Solution Architect

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# Synopsis

* Around 15+ years of industry experience with 11 years in Salesforce platform with focus on managing salesforce implementation transformations
* Experienced in managing and architecting platform transformation programs for end-to-end application solutions that leverage Salesforce platform technologies, custom application, & add on partner solutions
* Extensive implementation experience of 20+ SMB projects involving quick start development, 10+ end to end implementations involving Sales, Service, Community, Marketing cloud, Field Service Management, B2B Commerce Cloud, Force.com, MuleSoft API Community Manager and CI/CD solutions for customers.
* Rich experience in Consulting, Administration and Development of Salesforce.com CRM using Force.com platform, Visualforce/ Lightning, and APEX.
* Strong knowledge of software development process and played a key role in various aspects of Salesforce.com implementations along with designing architecture, development planning, and technical solutions complying with Force.com platform standards/governors’ limits.
* Experience in pre-sales - contribution towards Solutioning, Estimations, responding to Salesforce RFPs, proof of concepts, deal defense/workshops, documentation, solution demonstrations, tech debt analysis.
* Excellent client interfacing skills, team management experience. Several years of onsite-offshore delivery model experience
* More than 8 years of experience in Rapid Application Development (RAD) methodologies like Agile and Scrum.
* teams across technical, financial, and business disciplines. Focused teams on business objectives and tracked progress to ensure project milestones were completed on time, on budget, and with the desired results.

# Professional Experience

**Q2 Software - Manager / Solution Architect Feb 22 – Till Date Bengaluru**

* Solution implementation on Lending and Leasing product built on Salesforce platform architecture
* Leading the engagement for Salesforce solution design, development, and support for non-banking customers
* Responsible for all Q2 customer implementations across NA non-banking portfolio.

**Coforge Limited** **(NIIT Technologies) - Technical Architect Oct 2018 –Feb 2022 Noida**

* Responsible for implementation of platform accelerators / framework – DevOps, Tech-debt assessment, Lightning migration, Sales & Service transformation, MuleSoft API Community Manager on Experience cloud and Heroku
* Supported business teams – Led envision program, Implemented PoC, prototypes and demonstrate salesforce capabilities to clients; Responsible to develop blueprints, roadmap to leverage SFDC platform for client’s strategic growth
* Salesforce CoE team member and supported pre-sales activities, response to RFPs, Estimations, Contribution as Solution design, development, and driving technical / functional discussions
* Technical design Authority group member and manage delivery projects across different industry

**Wipro Technologies (Appirio) – Lead Consultant Jan 2015 –Aug 2018 Pune**

Client: Chemours (North America, Europe, APAC)

* Led and managed the Salesforce design, development, and managed services portfolio for Chemours (North America, Europe and APAC) a top chemical manufacturing company
* Responsible for review, development, testing and deployment of new business processes based on different geographies for client Amazon Pay (US)
* Led the Implementation of chemical and ingredient distribution business processes involving Sales Cloud, Service Cloud, Experience Cloud, Marketing ; integrated with SAP for Nexeo (North America)
* Led Discovery and Solution Design for a replacement of legacy systems; consolidating multiple legacy CRM systems into one global instance of Salesforce; integrated with inhouse systems in global implementation for Philips (India, Netherlands)
* Responsible for end-to-end CRM implementation of Group insurance business units; Implemented customized Lead conversion, Opportunity wizard with multiple product lines, Policy creation for Individual Consumer Accounts; Implemented Policy creation and renewal capture, Related parties, Revenue credits and Security requirements for Insurance industry client National Financial Partners (North America)

**Persistent Systems Limited – Team Lead  Nov 2011 –Jan 2015 Pune**

* Contributed towards setting up the Salesforce CRM practice focusing on SMB client for NA region
* Led Solution Design and implementation of CRM projects involving Salesforce Sales Cloud, Service Cloud, Portals and Data migration for different vertical clients
* Salesforce implementation for one of the top companies in Travel & Hospitality domain, it was replacement of legacy CRM and client engagement platform with Salesforce Services Cloud; integrated with inhouse systems

**CMC Limited (TCS) – IT Engineer  Dec 2006–Nov 2011 Noida**

* End-to-end transition of a Siebel 7.8 e-automotive, e-consumer, e-dealer application; a comprehensive CRM solution designed specifically for companies in the automotive industry & is integrated with SAP and Tally
* Streamlined Sales, Service & Spares, Warranty, Loyalty management, Inventory Management Operations across TML Channel Partners
* Developed Reports / Dashboards with different Analytics views using Answers, Dashboards, Delivers (I Bots), BI Publisher in Siebel Analytics Web

# Skills Summary

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| Project Management and Processes: | Technical & Tool Experience: |
| * Agile, SCRUM, Iterative software delivery * Jira, Rally, Agile Accelerator * Pre Sales * Testing/QA/Rollout/Support * Gap Analysis and Solution Mapping * MS Visio, MS Project, MS Access, MS Excel, Lucid chart | * Cloud Platform: Force.com, Community Cloud, Sales Cloud, Service Cloud, Marketing Cloud, Data Architect * Apex, Visualforce, Trigger, Webservices * DevOps: Jenkins, Git, Bitbucket, Copado, CI/CD * Jitterbit, Pentaho, Apex Data Loader * Eclipse, vs code, code scan, Heroku, PMD |

# Education & Credentials

****Master of Computer Application, **G B Pant Engineering College, State Govt. College, Uttarakhand** **2003 – 2006**

# Salesforce Certifications

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| * Salesforce Certified System Architect * Salesforce Certified Application Architect * Identity and Access Management Architect * Development Lifecycle and Deployment Designer * Integration Architect Designer * Data Architecture & Management Designer * Sharing & Visibility Designer * Field Service Lightning Consultant | * Marketing Cloud Email Specialist * Community Cloud Consultant * Sales Cloud Consultant * Service Cloud Consultant * Platform Developer I * App builder * Administrator * Copado Certified Administrator * Flosum Certified Professional |

# Personal Dossier

* Gender Male
* Marital status Married
* Linguistic abilities English, Hindi
* Visa US H1B, UK Business, Australia, Thailand