 **PONNAIAH SARAVANAN.B**

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**PROFESSIONAL SUMMARY**

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* 14 years of work experience in the information services industry including Salesforce.com CRM platform**.**
* Extensive knowledge in business applications development, implementation and customization of CRM (Salesforce) applications.
* Responsible for overall Solution design and Architecture for various engagements.
* Responsible for creating Conference Room Pilots and Proof of Concept for fit gap analysis and Client Demos.
* Experience in leading projects starting from designing the high-level drafts, reviewing the design drafts, doing impact analysis for the upcoming requirements.
* Architectural focus, technical vision, and technology leadership skills.
* Responsible for creating Industry solutions and Technical accelerators as part of the SFDC capability.
* Good knowledge in Einstein Analytics, including Datasets, Data explorations, Dataflows, Lenses, Dashboards, Apps and Security Predicates.
* Experience in SalesForce.com Apex Classes, Apex triggers, Visual force, Custom components, Custom Settings, Einstein Analytics Dashboards, Force.com API. Hands on experience in developing and deploying custom integration Salesforce.com CRM solutions.
* Drive architecture and design technology solutions.
* Diligent and adept at managing long term releases using traditional waterfall SDLC and AGILE methodologies.
* Expert in product development, release planning, change management, and product strategy.

**TECHNICAL SKILLS**

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**Programming Languages:** APEX/SAQL (Salesforce), C

**CRM Tool:** Salesforce.com

**Web Technologies:** Web services

**IDE:** Force.com IDE

**Database:** SQL

**Data Analysis Tools:** R, SPSS, MS Excel, Quantum

**Data Visualization:** Tableau

**CERTIFICATION**

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* Salesforce Certified Einstein Analytics and Discovery Consultant
* Salesforce Certified Administrator
* Professional Scrum Master

**CAREER SUMMARY**

**MANAGER – WIPRO LTD | Jan 2018 – Dec 2020**

**Roles & Responsibilities:**

* Responsible for overall Solution design and Architecture for various engagements.
* Handle numerous priorities using proven project management methodologies and sound development practices to ensure the quality delivery of enterprise solutions.
* Establish high-performing Salesforce/CRM teams and effectively manage systems-related projects and initiatives on time and within budget.
* Manage CRM teams responsible for business analysis, development and system administration, distributed across geographical locations.
* Define, implement, and maintain development, configuration, and deployment standards and processes.
* Design impactful, attractive, compelling Dashboards using SFDC Einstein Analytics.
* Assist in the design of data transformation processes, including data flows and datasets, as well as create dashboard wireframes and stories describing their function.
* Design performance measurement critical metrics to track and measure adoption of tools.
* Evaluate internal processes and design solutions to improve operational efficiencies.
* Functioned as solution architect for marketing initiatives using Sales Cloud.
* Creating business requirements documentation with process flow diagrams and use case definitions.
* Executing solution design activities such as object modeling and data modeling/mapping, page layout design, and rule logic definitions.
* Managing Salesforce testing and validation efforts to ensure that the Salesforce configuration and development meets the business requirements and solution design.
* Keeping abreast with new Salesforce features and functionality and providing recommendations for process improvements.
* Provide technical leadership and expertise in the CRM space across the organization.
* Evaluate internal processes and design solutions to improve operational efficiencies.
* Assessment and reviews of employees’ performances in the half-yearly and annual appraisals cycles.

**PREVIOUS EXPERIENCE**

**ASSOCIATE PROJECT MANAGER - Global Data PLC | Aug 2015 - Jul 2017**

* Leading and mentoring a team of around 10 Research Analysts.
* Creating and managing end-to-end complex databases for consumer product sectors such as Bakery, Confectionery, Meat, Health & Wellness and Spirits – database involves creation of comprehensive data sets for 50 countries covering market sizing (value and volume), key brands and distribution patterns.
* Interpret data from primary and secondary sources using statistical techniques and provide ongoing reports.
* Manage detailed industry forecast reports that focus specifically on key consumer trends impacting CPG industry - responsible for the overall quality standard and timely delivery of the reports.
* Develop data visualization using Cross tabs, Heat maps, Box and Whisker charts, Scatter Plots, Geographic Maps, Pie Charts and Bar Charts, based on the market data.
* Managing complex large databases from inception to publication of reports.
* Assessment and reviews of employees’ performances in the half-yearly and annual appraisals.
* Communicating the insights in a concise and compelling manner to the clients.
* Support the sales team in addressing client queries, and any related client issues.
* Maintaining GANTT chart, project status reports, and defining process improvement to team members.
* Analyzing Operational/team data, and using them for reporting & effective team management.

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**ASSOCIATE PROJECT PRODUCTION MANAGER - Markettools, Inc. | Jan 2015 - Aug 2015**

* Leading a team of 5 members and responsible for the quality output of the team.
* Providing technical assistance and grooming the novices and weak resources.
* Project management for high profile studies for prestigious brands like Roland Garros, Danone, Lactalis, and Zurich Insurance.
* Responsible for process compliance, timely delivery, conducting quality audits, RCA for the error prone projects.
* Conducting feedback sessions.

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**Kantar Operations | Oct 2005 - Dec 2014**

**TECHNICAL LEAD – Web Surveys**

* One of the two initial members in setting up the NIPO Web survey team.
* Interacting with onsite teams on a daily basis.
* Promote and facilitate development initiatives, automation and innovation.
* Grooming novices and training them in designing the web survey using NIPO.
* Instrumental in expanding the team of 2 members to a team of 10 members in 4 months.

**TEAM LEAD – Data Processing**

* Leading a team of 5 members and responsible for the project allocation and quality output of the team.
* Measure performance of team members against service level commitments. Identify ways to improve efficiency on a recurrent basis.
* Liaise with regional and centralized Research Service Heads/ Research Directors in France to resolve reported issues, leverage opportunities and meet delivery demands/ resource requirements.
* Responsible for process compliance, conducting quality audits, RCA for the error prone projects.
* Conducting feedback sessions
* Maintaining project status reports, timesheets, follow-up on processes (QA adherence, project flow etc.)

**TECHNICAL LEAD – Data Processing**

* Identifying areas where tasks can be automated to improve the efficiency.
* Analyzing products through customer forums.
* Product level solution to repeated client/customer issues.
* Interacting with onsite teams on a daily basis.
* Constantly taking training sessions to impart my expertise knowledge.
* Reducing project related issues through RCA thereby improving the client experience.

**GROUP PROJECT LEADER – Data Processing**

* Working directly with Customer Insight, Market Place Analysis to attain product goals and strategies.
* Mentoring new team members on the process and technical aspects.
* Working on multiple complex projects successfully with the utmost client satisfaction.
* The work involves day to day communication with the clients and gathering the requirements.

**PROJECT LEADER – Data Processing**

* Advising on the suitability of methodologies and suggesting improvements.
* Designing, developing and implementing new functionality.
* Also involved in reporting statistical findings to work colleagues and senior managers.

**DATA ANALYST – Data Processing**

* The job involves collecting, collating and carrying out complex data analysis in support of customer requests.
* Manipulating, cleansing, reformatting, processing & weighing the data.
* Responsible for loading, extracting and validation of client data.
* Analyzing raw data, drawing conclusions & developing recommendations.
* Translating client mails and project documents from French to English and vice versa.

**ACHIEVEMENT SNAPSHOT**

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* Proud recipient of Platinum, Gold, Extra miler awards throughout the tenure in Kantar.
* Instrumental in expanding the NIPO Scripting team from 2 members to a team of 10 members in two quarters at Kantar.
* Member of the Cultural committee in Kantar that plans and organizes office wide events like Family day, Bay decoration, Quizzes, etc.

**EDUCATION**

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Bachelor of Engineering (ECE), IFET College of Engineering, Anna University

12th (Computer Science) and 10th from Petit Seminaire Higher Secondary School, Pondicherry

**PERSONAL INTERESTS**

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Traveling, Books, Languages, Driving, Photography