

RAJ SALVI

Principal Consultant Salesforce – Senior Manager, Ent Apps Services










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SKILLS

TECHNICAL/FUNCTIONAL

Salesforce BSA	Solution Design	
Data Solution	Custom Apps	
App Exchange Integration		
Business Analysis		
Product Management	CPQ	
Campaigns B2B	High Velocity Sales	
SFMC B2C	Business Processes	
Lightning Apps	Design	LLD
SDLC	Slack	Quip
Reports & Dashboard		
Security Management		
Process Automation		
User Management		

CERTIFICATIONS

	DevSecOps Foundation
	Generative AI Fundamentals And Responsible Usage
	Salesforce Associate
	Salesforce AI Associate
	Salesforce Certified Administrator (Adm201)
	Certified Salesforce Advanced Administrator (ADM 211)
	Certified Salesforce Platform App Builder (CU 15)
	Salesforce Certified Service Cloud Consultant
	Salesforce Business Analyst

CAREER SUMMARY

With a solid 14-year background in consulting **Salesforce Services** and, enhancing **business applications**. Established as a seasoned Techno-functional architect, a valuable member of the BU Practices (Salesforce), overseen and executed end-to-end cloud solutions for APAC, EMEA, and CA markets across diverse industries including banking, advertising, healthcare, commerce, and retail. My hands-on expertise in vlocity, particularly in Energy & Utilities Cloud, Manufacturing Cloud, and digital transformation IT services, further enhances my ability to deliver exceptional results.

INDUSTRY EXPERTISE

Business Applications Management	Stakeholder Engagements
Customer & Product Success	Agile Development
Consulting Salesforce	Program Delivery
Communication	Presentation & Documentation
Cross-functional team leadership	GTM
Vendor Management	Relationship Building

EXPERIENCE

Principal Consultant – Senior Manager (Salesforce BU Practice)

Wipro	03/2022 - Present	Pune
<ul style="list-style-type: none">As a principal, leading delivery of app design, development, support phase for solutions on Salesforce Platform, including custom applications, integrations, and data migrations, etc. to APAC, EMEA, CA markets.Engaging in detailed technical discussions with stakeholders and clients to help solution and design Salesforce-centric projects.Offering Salesforce capabilities as needed to suit business requirements, and providing a gap analysis.Providing guidance during evaluation of a business requirement and how it can be met with either point-and-click configuration or Low code and customization.Provide estimates of the level of effort to implement a solution based on business requirements.Collaborating with project managers to define project scope, objectives, and deliverables.Mentoring cross-functional teams to ensure and achieve committed feature delivery to business.Establishing and complying with the SDLC policies and practices, including code reviews, naming conventions, coding guidelines, security and quality requirements Execution of design, development, documentation of all technical aspects of Salesforce implementations and customizations including data migrations, data quality, systems integrations, 3rd party applications, AppExchange products, and custom development.Helping to scale up the competency by attracting, nurturing and grooming talent, responsible for forecasting demand for talent, shortlisting, assessing and hiring the best candidatesStrong understanding of data modeling and database design.Excellent problem-solving and analytical skills.Remain abreast of the latest technologies and interested in expanding technical knowledge and capabilitiesDirectly contributed to large project wins by leading the presales effort and interaction with clients.		

SFDC PRODUCTS

Sales Cloud

Service Cloud

SFMC

Pardot B2B

Financial Services Cloud

Loyalty Management

CPQ

Data Cloud

High Velocity Sales






Engage

Community Cloud

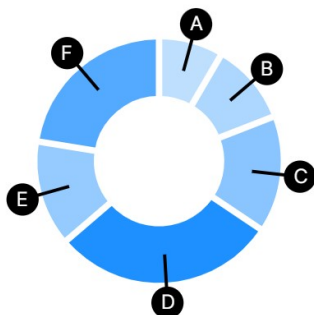
Experience cloud

Energy & Utility Cloud

ADWARDS

-  **Star Performer - Of the Quarter**
Cognizant
-  **Outstanding Performance**
CTS Salesforce
-  **Ad Publisher**
msn.ca & msn.us
-  **Exceptional Contributor**
Pahel, Infodtretch
-  **Max Customer Satisfaction**
Cognizant

SFDC WEIGHTAGE



- A** SFDC Tech BSA
- B** App Lead
- C** Solution Architect
- D** Business Apps Manager
- E** Delivery Manger
- F** Principal Consultant/Architect

EXPERIENCE

Manager Business Applications - Salesforce CRM

Infostretch

11/2018 - 03/2022 Pune

- Driven engagements with company stakeholders, vendors, partners, and internal teams to gather and understand detailed requirements
- Assisted Sales & Marketing BUs by promoting best practices and guidelines related to Salesforce within Infostretch & child entities.
- Provided technical leadership and mentorship to the Salesforce development team.
- Managed the implementation and maintenance of Salesforce integrations with other systems.
- Developed and maintained technical documentation on Confluence for Salesforce configurations and customizations.
- Monitored custom solutions and interfaces on the Salesforce Lightning platform using Apex and other technologies to build customized solutions that support business lines.
- Responsible for writing Software Requirement Specification (SRS), Business Requirement Doc (BRD), System Maintenance & Technical Design (SMTD).
- Performed in-depth analysis of IT & Product-Based industry best practices and provided recommendations on ways to improve the processes i.e., Sales, IT services & Resource Management, field service, etc. Modified Business Requirement Document, identified process repetitions, bottlenecks, and infrequent routes.
- Solutioning - Continues to collaborate, interlock with the implementation & development team to establish a strategy and architecture of the new Process phase into the CRM to meet business needs.
- Assisted in designing and creation of training material and conducted internal training sessions for business users on Salesforce process change points/functionalities.
- Monitored new Salesforce released features and functionality to provide recommendations for the process.

Application Lead

Screen Magic Mobile Media Pvt Ltd

07/2017 - 11/2018 Pune

- Delivered end-to-end third-party application 'SMS-MAGIC' as a texting/SMS solution to over 170 clients on Salesforce & Zoho CRM.
- Primarily involved in developing a prototype of the application as proof of concept (POC) as a guideline for the development team.
- Facilitated and led discussions with clients to elicit requirements in Joint Application Development (JAD) sessions by communicating with documented business requirement documents working prototype and workflow diagrams.
- Deployed, configured the application on clients Sandbox UAT for demonstration & executed feedbacks before Kickoffs.
- Hiring Salesforce candidates, onboarding new hires, maintaining process documents for the team, etc.
- Led a team of 11 solution engineers and 2 Group leads from KTs to appraisals. Assigning Tickets/Cases, helping agents on complex implementations in salesforce.
- Managed Service Delivery and Technical Support of L1, Escalation Team, and issues for a portfolio of Products & Services.
- Reflect High Customer Satisfaction levels by maintaining ease of support and processes.
- Meeting and Exceeding Operational Metrics in line with defined quality parameters.
- Execution of Project to Support Readiness programs to provide efficient ongoing support for a few features

Sr Business System Analyst

Sesotec

06/2016 - 07/2017 Pune

- Maintained Salesforce Sales Cloud as an In-house Salesforce Business Consultant & Analyst.
- Building and integrating information systems to meet the company's needs.
- Assessing the systems architecture currently in place and working with technical staff to recommend solutions to improve it.
- Continually researching the current and emerging technologies and proposing changes were needed.
- Informing various stakeholders about any problems with the current technical solutions being implemented.
- Coordinates analysis and alignment of stakeholder's requirements and facilitates requirements prioritization, ultimately advising business stakeholders on implementation options by collaborating with solution delivery teams - Developers, Architects, Project Managers, and Quality Assurance.
- Perform all kind Admin Requests from all the subsidiaries in their Salesforce Production Environment.
- Managed entire sale operations remotely for the subsidiaries. (Germany, Italy, US, UK, China, Japan)
- Led and/or perform the necessary administrative tasks to support the rollout.



rajsalvi1989
Username

Senior Business Analyst

Cognizant Technology Solutions

02/2014 - 06/2016 Pune

- Involved in Business requirement gathering and analysis & handling of all SFDC configuration related issues raised by Salesforce.com customers via cases.
- Understand client requirements and map them against Salesforce functionalities.
- Involved in gathering customer requirements from business user teams spread over the Sales, Marketing and Involved in creating gap analysis document, clearly identifying the data, business process and work flows of the organization with respect to salesforce.com implementation.
- Developed and customizing salesforce.com application based on the user needs.
- Performed Data Analysis and migrated data from SQL Server database to sales force.
- Good exposure in Configuration & Customization in Salesforce CRM.
- Deployment and Data Migration of Salesforce apps with Apex Data Loader, import wizard, Managed and Unmanaged packages.
- Project implementation experience in Workflows, Approval Processes, Page Layouts, Validation rules, Web to Lead, Email-to-Cases, Reports and Dashboards.
- Creating Validation Rules, Approval Process, workflows for automated lead routing, Email Alerts. Expertise on Force.com IDE, Data Loader, imports wizard, packages, and Sandbox environments

Sr Technical Engineer

Cybage Software

09/2012 - 02/2014 Pune

- Built advertisement in Java & I Frame tags, Jpeg & Gif banners in MS AD expert for www.msn.com (US/CA).
- Built & tested Video and Flash ads by using SWF and video files in MRM – Freewheel.
- Collected requirement for the Ads in Salesforce CRM and promote them on the Customer Portal.
- Greatly involved in preparing project/ad Requirement Document and Functional Requirement Document.
- Supporting client through Salesforce Service cloud.
- Plan the ad delivery with account manager.
- Final Deployment ads to live msn.ca & msn.us.

Sr Solution Engineer

IBM

06/2010 - 09/2012 Pune

- Troubleshooting on network threads for BT, PIPEX, AAP stores in US Markets.
- Adopted skill of pure B2B process.
- Be a single contact point for a product team to understand Customer issues at L2 level.
- Responsible for Incident & problem management.
- Document the issue analysis - Debugging, RCA.
- Timely escalation of sensitive or time-consuming issues.
- Handled high level escalations with maintaining priority.
- Tackled conference call with dis-satisfied customer & direct L1 support engineers or Partner developers to resolve the issues.

Business Development Executive

IIFL

08/2009 - 06/2010 Pune

- Manage bundle campaigns through Google ads for Insurance products.
- Running tele phone, email campaigns for Sales team.

Bachelor of Business Administration

Modern College of Business and Science

06/2004 - 04/2009