

Jitesh Sawrirajan

Senior Business Analyst (Pricing & Monetization)

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Education

PGDM – Finance & Operations

NMIMS, Bangalore
2015 - 2017

B. Tech – Elec & Communications

JNTU, Hyderabad
2007 - 2011

Industries Served

Computer Software
Financial Services

Achievements

- Spotlight Award in the first year of service at VMWare
- Functional Excellence Award for designing & executing SaaS and Perpetual offerings for Pricing functions
- Functional Excellence Award for implementing Salesforce CPQ
- Winner of Gnarly problem – VMware CEO's challenge of generating 20% SaaS revenue by 2020
- Successfully implemented Global Pricing Action resulting in overall revenue growth of 15% y-o-y

Tools

Salesforce, Confluence, JIRA

Certifications

VMware SaaS Essentials

Six Sigma Green Belt Certified

Summary

- 8.5 years of experience across Computer Software and Financial Services industry with proven capability to design, implement and deliver pricing functions
- Focus, Integrity and self-motivated by challenges are pillars of my personality
- Proven track record of business partnership to drive growth & profitability
- Ability to influence business leaders to make the right business decisions. Excellent communication, analytical, presentation and people management skills

Professional Experience

VMWare Software India Pvt Ltd May 2017 – Till Date

Senior Business Analyst – Pricing & Monetization, Bangalore, India.

- Project Lead and SME for designing & implementing VMware SaaS and Perpetual product offerings for Pricing functions
- Project Lead responsible for driving and integrating the pricing functions for cloud collaboration projects with AWS, Azure, Cloud Health, Tanzu
- Proficient functional knowledge on VMware Products like vSphere, NSX, Horizon, Storage, etc. and Cloud services like Azure VMware solution, VMware Cloud on AWS, VMware Cloud on Dell EMC, etc.
- Responsible for implementing the pricing functions for all the M&A's
- Collaborate with the Product Management Team and Business Units to improve the product bundling, component pricing and incorporating niche features
- Work closely with the cross functional leadership team in providing recommendation on operational approach and execution
- SME for Perpetual and SaaS billing process and overage process management
- Responsible for guiding Public Cloud partners to adopt the relevant Pricing Programs
- Generated revenue savings of over \$1.4m by identifying gaps in the current pricing processes
- Project Lead for Salesforce CPQ implementation for Pricing Programs
- Responsible for creating metrics and dashboards facilitating the leadership to drive key business decisions
- Execute data-driven improvements across diverse business processes to support and assist in making an informed pricing decision
- Key contributor for VMware's SaaS billing migration to SAP BRIM and proficient knowledge in SAP SOM, Convergent Charging and Convergent Invoicing
- Proficient in the end-to-end opportunity, quoting, booking, billing, revenue recognition life cycle of Salesforce CPQ

Broadridge Financial Solutions Jul 2011 – June 2015

Product/Business Consultant, Hyderabad, India.

- Single point of contact for 8 Investment Banking clients with offices across APAC, EMEA and AMER
- Consultant for client's on end-to-end trade life cycles by analyzing their growing business requirements
- Proposed newer developments/changes in the existing version of product through innovative self-serve utilities and pricing models
- Analyzed the requirements from Investment Banking clients and proposed product enhancements to the Development team
- Coordinating with the clients and mapping the new product functionalities with their business requirements
- Steered automation of various tasks to improve scalability
- Identified Key Process areas and Improvements in the trading settlement system for the Customer contributing to the customer's increased trading volumes and quicker settlements
- Identified key Corporate Actions for EMEA customers which increased their trading volume by 20% m-o-m
- Successfully pitched to an AMER Investment Bank for an add-on product having BI and Automation capabilities integrating with the existing product