



Persuasive and influential professional with expertise in adding value to the organization; targeting assignments as **Business Analyst / Product Management** with an organization of high repute.

PROFILE SUMMARY

- **Result-oriented professional with over 9 years of experience** in Business Analysis and Product Management using Waterfall and Scrum methodologies.
- **Proven success in taking independent ownership of product development lifecycle** with skills in liaising with various stakeholders during product development, detailed level design & development to ensure that optimal resolutions are achieved and created product backlog.
- **Project Management:** managing analytics projects including scope, estimating effort & timeline, executing project roadmap; driving timely project delivery, tracking project progress, highlighting risks and driving mitigation.
- **Competencies in influencing the direction of the company** by identifying opportunities in large, rich data sets and creating and implementing data-driven strategies that fuel growth including revenue and profits.
- **Skilled in understanding technologies and mapping new product introductions** with claims to act as a bridge between the R&D teams and innovation teams.
- Experience in writing and implementing **User Persona, Stories, Mock-ups** and maintaining Traceability Matrices for baseline documents.
- I've worked in a variety of fields, including **Utilities, Chemical, Oil & Energy (Downstream), Retail, E-commerce, and Agri-Science.**

CORE COMPETENCIES

Business Analysis	Product Management	SDLC
Process & Operational Excellence	Project Management	Cross-functional Coordination
Requirement Eng. / Elicitations	Delivery/Release Management	Salesforce CRM
Scrum/Agile Methodologies	Gap Analysis & Prototyping	Persona Journey
Design Thinking	Problem Solving	Communication

EDUCATION

- **MBA (Information Technology-System)** from Sinhgad Institute of Management in **2015**
- **B.E. (Computer Engineering)** from K.K Wagh Institute of Engineering Education & Research, Nashik in **2013**

CERTIFICATIONS

- **ITIL® v3** - IT Service Management - EXIN 5419562.20424180
- **PRINCE2 Agile®** - AXELOS Global Best Practice GR659002054BP
- **Certified Scrum Product Owner (CSPO)** - Scrum Alliance 001082484
- **Agile in New** - Accenture
- **Salesforce Certified Administrator (SCA)** - Salesforce 21358828

WORK EXPERIENCE

Oct '21 – Present: IBM as Lead Business Analyst (Salesforce ☛)

Key Result Areas:

- Working for a Global client from Oil & Energy Industry and helping their Digital Platform Transformation by Implementing Salesforce Sales cloud.
- This digital transformation is targeted to help business protect ability to transact their business with channel partners (valued at **\$238M**) by rebuilding the new platform in Salesforce and Cost savings of \$133K per annum for support, maintenance, and development works.
- After this transformation there will be **5%** increase in forecasting and demand planning accuracy and in hours saved in manual data reconciliation (equivalent to 416 hours per year).
- Performed SWOT analysis with the Globally located business stakeholders to understand the current business and their challenges.
- Conducted many workshops (interviews) as part of the discovery phase to understand the current pain points of the business user and prepared Persona Journey document, Business process workflow diagram, Use case diagram and BRD document.
- Assisted Product Owner with Product Backlog grooming, User Story development and prioritization. Worked closely with the development teams on building the product. Responsible for communicating with all stakeholders with the current progress of project.
- Involved in Product Roadmap preparation along with Release planning and scoping of work targeted for MVP release and plan future releases.
- Collaborating with cross-functional teams like Product Management, Development, QA, Architecture and Technical Documentation to identify, analyze and define best product features based on client requirements.
- Conducted Instructor-Led Training for few of the Salesforce features as per the requirement from client.
- Involved in defect triaging and conducting working sessions with the business user for smooth UAT.
- Also connected with clients NA/EMEA regional team to understand their pain points, prepared a AS-IS functionality flow using the Draw.io tool and later helped them to automate some part of their current process which helped them to increase the leads generation by **35%** for Lead Optimization project.
- Performed quality assurance, system integration, user acceptance testing, facilitating on-time, on budget and acclaimed "go-live" of enterprise implementations for up to **3,500** global users.
- Under Salesforce GC, a single point of contact for Walkme (User engagement tool) created a cost-benefit analysis document that assisted firms in discussing licenses and saved **\$40k**. Workflows and walk-throughs were also created for business users to educate them on the application's capability and reduce record creation errors.

Sets of Tools Used: VSTS/ADO, Adobe XD, Draw.io, MS Visio, MS Office, Walkme.

Dec'17 – Oct'21: Accenture as Senior Business Analyst (Salesforce ☛)

- Working with US/UK clients from Chemical & AgroSciences Industry and executing SAAS (Salesforce – Sales, FSL, and Community) projects using Agile Methodology.
- Creating Business requirement and Functional requirement documents for enhancement releases with timely sign-off approval from user/client.
- Performing the release planning & delivery, E2E releases for commercial applications with scoping, prioritization, business requirement, user acceptance testing, sign-off, and client communication.
- Participating in daily/weekly meetings with clients to understand requirements and explore potential solutions and facilitating Scrum events - Sprint Planning, Sprint Retrospective, Sprint Demo, Sprint Review, tracking Sprint status and maintaining data points like Schedule, Capacities, issues, risk and dependency.
- Coordinating with the product owner to ensure the requirement is well-groomed and is maintained on an ongoing basis; created user stories and maintained product backlog.
- Executing Agile Project using Azure DevOps and Agile Accelerator tools management for monitoring progress and act wherever required Conceptualizing design, product development and orchestrating product releases.
- Collaborating with cross-functional teams like Product Management, Development, QA, Architecture and Technical Documentation to identify, analyze and define best product features based on client requirements.
- Writing customer-facing test scripts (beta test), creating training documents and providing comprehensive support to all end users and stakeholders through trainings and technical documentation Consulting on product strategy & roadmap.
- Successfully customized various Salesforce.com Standard Objects Leads, Account, Contact, Opportunity, Activities and Custom Objects and re-engineered an existing product which has around **4000** active users.
- Delivered 3 phases of a project with budgets from **\$50,000** to **\$1 million** on-time and on-budget for a USA based client.

Sets of Tools Used: Azure (ADO), Balsamiq, MS Visio, MS Office Etc.

Dec'16 - Dec'17: Intelegain Technologies as Business Analyst

Highlights:

- Identified Business needs during the Discovery phase of the project and finalized Business Requirements for website, web app and mobile applications.
- Performed Analysis of the requirements to find the gaps and scope of the requirement in the project while facilitating with different teams and business to find out solutions.
- Prepared detailed user stories, flow charts, and other artifacts (wireframe) for the Business requirements; conducted requirement walkthrough sessions with Development & Testing teams.
- Conducted walkthrough sessions with Business to get sign-off for requirements, use cases, and other artifacts while also reviewed the test plans & test results created by the SIT team for the requirements.
- Performed Internal Quality Assessment testing for every requirement and analyzed solutions to the defects raised by SIT and UAT teams.

Sets of Tools Used: Trello, Balsamiq, MS Visio, MS Office, etc.

Feb'15 - Nov'16: Sphinx Solutions Pvt. Ltd. as Business Analyst

Highlights:

- Gathered Business & System Requirements, defined business processes, identified risks, test case preparation, system, and user acceptance testing.
- Prepared Business Proposals & Business Plan and coordinated with the development team during the project development to resolve project issues.
- Performed functions using Data flow diagrams (Visio), Entity Relation diagrams, and Gap Analysis; Implemented Test scenarios, Test cases & maintaining Traceability Matrices for baseline documents.



Internship

May'14 – Jul'14: Bosch as Management Trainee (Business Planning)



PERSONAL DETAILS

Date of Birth: 10th December 1988 | **Languages Known:** English, Hindi and Marathi