**SAHITHI G**

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**408-449-6948**

**PROFESSIONAL SUMMARY**

Around 8 years of experience in Information Technology, in which 5+ years of diverse experience in Salesforce.com, CRM as a Marketing Business Analyst, Administrator, Scrum master and project manager

* Experienced in co-ordination with Business end users in analyzing and understanding requirements.
* **5** years of experience in working with Tableau Desktop, Tableau Server, and Tableau Reader in various versions of Tableau 9.x/8.x/7. x.
* Implemented and worked on different Test Management tools as per project requirements.
* Worked on the designing of custom objects, custom fields, role-based page layouts, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visual Force Pages, Dashboards.
* Very good at consultation with the customer or product owner and write functional increments called "user stories".
* Established Best Practices for Enterprise Tableau Environment and development processes.
* Trained and experienced in Tableau.
* Expertise in power point.
* Good knowledge on PMBOK.
* Good knowledge of SharePoint.
* Requirements gathering and Requirements Documentation
* Story Boarding & BRD preparation
* Conducting JAD sessions
* Good knowledge with Salesforce App Exchange.
* Test Plan and Test Case creation
* Used Heroku to read and write data to salesforce.
* Worked on integrating force.com and Heroku Applications.
* Conducting End User Training and Coordinating UAT
* Efficient working and implementing service cloud.
* Good knowledge in cloud and Adobe experience manager.
* Good knowledge on Salesforce cloud, Veeva CRM and Analytics.
* Excellent analytical and problem solving skills.
* Very good understanding of Business analytics.
* Experienced in SDLC with various methodologies like Waterfall and Agile.
* **Effective working relationships with client team** to understand support requirements, and effectively manage client expectations.

**ACADEMIC BACKGROUND:**

**Master of Business Administration** Dec 2014 – Aug 2017

**International** **Technological** **University,** San Jose, CA

* **GPA - 3.5 /4.0**

**Master of Science in Electrical Engineering** Dec2010 – Dec 2012

**Gannon University**, Erie, PA

* **GPA - 3.3 /4.0**

**Bachelor of Engineering in Electronics and Communication** Sep 2006 - Jun 2010

**Jawaharlal Nehru Technological University**, Hyderabad, India

* **GPA - 3.6 /4.0**

**PROFESSIONAL EXPERIENCE**

**Pharmacyclics, Sunnyvale CA June 2019 – Till date**

**Veeva CRM Business analyst**

* Worked on CAM (compensation address management) which allows the HCAS to set the sales crediting address (Primary Address) for their Target HCPs (Health care professional).
* Worked on speaker bureau integration and ESIS (electronic sign in sheets) where an app is created on Veeva CRM to add the attendees at the events.
* Worked on Veeva pipeline automation and suggestions for Veeva CRM iPad app.
* Creating the FRS, User guide manuals for the users.
* Worked on Commercial program management (CPM) enhancements.

**Johnson and Johnson, Titusville, NJ** **Dec 2017 – May 2019**

**Sr** **SFDC** **Business** **Analyst**

**Responsibilities:**

* Served as a point of contact for various system projects, acted as a liaison between the users, IT teams and third parties
* Lead and advised the business partners in assessing technology needs, developing and documenting business requirements and functional specifications, conducting acceptance testing and implementing solutions and developed test conditions,
* Built the proof of concepts
* Collaborated closely with cross functional Veeva systems and the voice of SMB customer both from a service delivery and product roadmap.
* Lead life sciences customers through implementation of Veeva development cloud with a speed and innovation focus.
* Partnered with sales, marketing, finance and commercial excellence to provide information and analysis to accomplish sales goals including pricing trends, account information, ASP development, etc.
* Experience in Administration, Configuration, Implementation and Support on salesforce.com platform.
* Built and managed stakeholder relationships with the ability to keep stakeholders engaged, responsible and proactive in working toward deliverable goals and objectives.
* Compiled monthly, quarterly and annual Key Performance Indicators for management.
* Participated in development of sales, sales quotas and sales forecasting.
* Knowledge in territory hierarchy.
* SharePoint to Salesforce.com (C3) data migration project (Implementation in Salesforce.com)
* Suggested plans for continued process improvements, system enhancements and new applications to support business strategies and operational needs.
* Customized page layouts, search layouts, custom links, related lists and other components on a record detail and edit pages as per the business needs.
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Reports and Dashboards.
* Strong knowledge on Service Cloud concepts such as Knowledge, Case Management, and Live Agent Chat.
* Partnered with medical affairs on medical communication platform support (Veeva Vault) and documented the detailing between CRM and Vault.
* Managed documents and GxP records.
* Designed electronic forms for collection of data.(GxP activities)
* Performed Share Point Salesforce integration using Microsoft Azure.
* Experience in developing & analyzing Business Processes (Workflows) using NINTEX Workflows in SharePoint, JIRA, Salesforce.com,
* Provided real time GxP metrics and KPI’s through dashboard for decision making.
* Managed lists and trackers replacing excel spreadsheets and Access databases.
* Assisted in developing updated delivery standards, including refined processes to gather business requirements, updated testing strategies, and enhanced business readiness approaches
* Effectively prioritized and executed projects against the approved technology roadmap.

**McKesson Specialty Health, Scottsdale, Arizona**             **April 2016 – Nov** **2016**

**Program Manager**

**Responsibilities:**

* Working closely with the business to gather the requirements and prepare the BRD, tech spec design and FIA
* Created the FIA mappings to locate the salesforce objects and field names for shifting the entire DTC program into salesforce
* Prepared the BRD for ash field and Intelemedia who are the primary vendors for IVR and nurse partner program
* Created the BRD for the Amgen Enbrel support services and identified what fields have to be drawn in salesforce
* Configured the Heroku external objects to use with salesforce connect.
* Worked on Reimbursement program for the enrollment of patients.
* Scheduled the daily stand ups and discussion meeting to prepare the ERD which is necessary for the data model creation.
* synchronized data between our salesforce organization and Heroku database using Heroku

 Connect

* Worked on benefit investigation, patient assistance program, insurance verification and claims.
* Successfully created the cases in reimbursement and DTC (direct to consumer) and reviewed the fax.
* Experienced in maintaining the enrollment forms from benefit investigation.

**Johnson and Johnson, Titusville, NJ Nov 2014 – April 2016**

**Program Manager/Veeva CRM**

**Responsibilities:**

* Working closely with business users to identify current operating procedures and clarify program objectives.
* Experienced in creating the user stories that give a brief description of the needs.
* Independently scopes, manages and leads time sensitive projects from start to completion.
* Interacted with various business team members to gather and document the requirements for Sales force Interface development and documented them.
* Documented User Stories and their acceptance criteria and worked with the team for Stories consumption and prioritize in JIRA.
* Created Mappings to synchronize data from Salesforce by importing the JSON mapping configuration
* Conducted SWOT analysis for foolproof project implementation.
* Executed weekly email campaigns with marketers using marketing automation program, Eloqua
* Experience in designing the solutions through statistic and analytic operations and communicating the respective results with partners and customers also the stakeholders.
* Experience with end-to-end Marketo/Salesforce integration and generating reports to prove Marketing Return on Investment.
* Played a very significant role in understanding product line and price margins and assisting management with the analysis to make intelligent business decisions.
* Integrated multi-channel marketing and marketing automation projects primarily involving Marketo, Eloqua and SFDC
* Setup integrations between Marketo and Dynamics CRM and SFDC.
* Developed complete functionality for primary care, specialty care, managed markets and KOL management in a single, integrated CRM application.
* Built-in mobile CLM on the iPad and Windows 8 devices, providing users with information on the go and supporting effective face-to-face interactions with customers while offline.
* Planning, developing, documenting and testing the programs by applying SFDC technical knowledge
* Planned requirements, design, test and post-production phases of the solution development life cycle.
* Developed, documented and perform system integration, and user acceptance tests (UAT).
* Maintained and updated systems for daily operations and functionality.
* Analyzed user requirements and procedures to automate processing or to improve existing systems.
* Reviewed system capabilities and limitations to determine if requested changes/improvements are possible
* Was responsible for troubleshooting system errors and serve as liaison with Business Analysts, external consultants and vendors as needed.
* Customized and totally automated operations for managing Campaigns, Tasks/Calls, User Assignment Queuing, and batch processing in SF App exchange (CALL smart).
* Customized and fully automated operations for Leads, Contacts, User Assignment Queuing, web services and batch processing in SF App exchange (LEAD smart).
* Keeping track of project timelines.
* Work directly with Product Managers to create BRDs, breaking them into Agile User Stories
* Used Marketo, DocuSign as a marketing Automation tools.

**Amgen Inc. Thousand** **oaks,** **CA April 2014 – Oct 2014**

**Business Analyst**

**Responsibilities:**

* Gathered business requirements, functional, and Nonfunctional requirements.
* Made data and information frameworks and reports to enable the venture to comprehend where we are at, where we are going, and trade-offs for venture determination and prioritization.
* Keeps up reliance design between arranged Sprints crosswise over building, foundation, and outsiders.
* Guarantee the advancement group is rehearsing the Agile Principles. Finish item shows, reviews, and resolve activity things. Help Product Owner with Backlog upkeep.
* Monitored, Operated and Designed: GHCCOPS Request processes in SharePoint.
* Organized and facilitated sprint planning, daily stand-up meetings, reviews, retrospectives, release planning, demos and other Scrum-related meetings.
* Ensure accurate reflection of project budgets, forecasts, resources and actuals within Clarity tool.

**Salix Pharmaceuticals, Raleigh, NC July 2013 – Mar 2014.**

**Salesforce Business Analyst**

**Responsibilities**

* Communicated with business and other functional stakeholders for all JAD sessions to derive and execute action plans, meeting deadlines and standards
* Conducted Test Analysis on new tables /data structures
* Designed and implemented Custom Objects, Page Layouts, and Custom Tabs to suit application needs.
* Created the Data Synchronization jobs in Informatica cloud to make the conditional changes that could not be made in Data replication Tasks.
* Manipulated the data according to the client needs and transferred the data from local databases to

Salesforce.com using data loader and Informatica cloud services.

* Tested the full line environment in development, QC and then have migrated to Production.
* Created and tested all the Validation SQL’s that are required to validate the data from data replication and data synchronization tasks.
* Attended the Face-To-Face meetings and approved emails using VeevaCRM while interacting with the customer.
* Created the customer data seamlessly linked with interactive content to create the most personalized and impactful customer interactions.

**Johnson & Johnson, Titusville, NJ**                                                                      **Oct 2012 – June 2013**

**Business Analyst/** **Veeva Analytics**/ **Veeva vault**

**Responsibilities**

* Closely worked with cube analysis team in gathering the requirements.
* Involved in designing, developing and testing the Vital Signs data mart.
* Identified & documented Software Requirements Specification (SRS)
* Extensively worked on Siebel data transformation and load it to a DataMart called Veeva
* Supported a 24/7 environment with a rotating on-call schedule.
* Created an email task to send reports on the workflow status for the users.
* Worked efficiently in the HCS (health care system) project in migrating all the existing Siebel data to HCS.
* The detail system documentation is maintained while performing in the project.
* Involved simultaneously with 3 different project groups and collecting the requirements from business.
* Strong skills in Salesforce cloud.
* Good knowledge in supply chain management.