

ANIRUDH JAJODIA

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Certified Salesforce CPQ Specialist and CRM Administrator with an MBA in Information Systems, possessing keen Program management and Business analyst skills; having **6+ years** of progressive work experience in Digital transformation, Process optimization, CRM/CPQ/CLM implementation, ERP integration and Change management.

PROFESSIONAL EXPERIENCE

Jones Lang LaSalle (JLL) | Assistant Manager (Sr. Business Analyst) Bangalore, India Sep. 2019-Mar. 2020

- Architected and managed integration with Peoplesoft ERP system to generate invoices and create transaction in the SFDC system as a system of record
- Redesigned and upgraded to lightning Mobile app for on the go use of sales systems making sure 90% of the functionality is designed using OOTB features. Extensively utilized LWC to provide one stop shop landing page on the Lightning mobile app
- Designed intelligent utilization of Property bid data to increase cross sell revenues and reduce deal cycle times for transactions in the range of \$250,000 - \$1,000,000 from 47 days to 23 days
- Reduced number of clicks by 35% in entering data in the investment sales process by redesigning the lightning page layouts using lightning app builder functionality

Glassdoor Inc. | Sr. Business Analyst-Lead to Cash San Francisco, CA, USA Nov. 2018-Mar. 2019

- Architected and designed integration between cloud and on-prem applications; namely Glassdoor Delivery Systems, NetSuite, Gainsight, Sales cloud and CPQ to setup SMB Auto-Renewal process increasing renewals revenue by \$265K
- Co-ordinated and managed cross-functional teams(Sales Operations, Products, Business Operations, Legal, Finance) to launch Glassdoor in 3 new countries as per the Go-To-Market strategy of international expansion; ensured data consistency across heterogenous systems during the whole project to preserve data reliability for renewals with expected revenue from the launch to generate \$300k in the first quarter of their launch
- Led design sessions with key stakeholders educating them on Salesforce features; responsible for accurately capturing business requirements, solution design, prototyping and process design (scenario design, process flow mapping)
- Implemented a solution to auto pause renewals of unpaid SMB accounts improving Days receivable (DSO) by 8 days
- Analyzed usage-based products sales data; recommended and implemented the sales strategy of switching the revenue model to subscription based with auto-renewal, decreasing the churn rate by 7% and increasing revenue by 4%
- Developed a solution for Global Account Management to enable sale of localized employer profiles for MNC's improving customer satisfaction and increasing sales revenue by 12%
- Worked on several functional and technical specifications to fill the feature gap between out of the box CPQ and business needs; e.g. Gathering Delivery Data on non-Glassdoor owned job marketplaces, Checking for available ad inventory before quoting to the customer by querying Googles DBM systems, CPQ to NetSuite transfer of closed won opportunity data with product details and corresponding schedules
- Responsible for prototyping several business processes including Enterprise set up, User profiles, Product configuration, Price books, Quote layout, Renewal process, Pricing formulas, Approval processes, Notifications, Quote documents, Price rules, Product rules
- Performed feature gap analysis and successfully identified value creating OOTB Sales cloud and CPQ features to be implemented reducing time spent on quote creation by 12% and increasing rep productivity by 5%
- Successfully achieved 70% of the key results set for personal and cross functional OKR's

Hexagon Mining Inc. | Sr. Business Analyst-Global Sales and Marketing Tucson, AZ, USA Sep. 2017-Oct.2018

- Spearheaded the implementation of GTM strategy of switching to Subscription-based revenue model from the Perpetual license-based revenue model; coordinated between teams like Finance, Sales, Marketing, Renewals, Product management and Customer success with successfully moving 60% of customers to OpEx model within 3 Q's of launch
- Designed and configured end-to-end Quote to Cash process from product and package configuration, to pricing, quote creation, contract management and execution to invoicing, billing, orders, revenue recognition and renewals
- Automated 80% of manual processes using declarative features like: workflow rules, validation rules, process builder, flow designer and approval process to reduce significant manual effort for internal teams reducing post sales booking errors by 80% and savings of over \$1.7M due to effective control on discount abuse
- Streamlined new product launch operations as it relates to business applications and cross-functional communication reducing new product launch time by at least 3 weeks
- Successfully led IT and Business teams on a fast track business transformation project, extending Lead to Order and Service contract processes in 90 % of operating regions improving employee productivity by 20%
- Redesigned Product Catalog and Quote creation process decreasing the time taken to generate a proposal by 55%

- POC for SFDC Administrative tasks like profiles, roles, users, page layouts, approvals, workflows, reports, dashboards, process builder, custom formula fields, validation rules, approval process for automated alerts, field updates, email generation, pricing updates, product configuration and quote templates
- Worked closely with CFO and Sales directors; performed detailed analysis of business and technical requirements and designed solutions by customizing various standard and custom objects of Salesforce
- Implemented renewal quoting via Salesforce CPQ and integration with SAP for Order fulfillment; provided solutions for Automatic quoting, Contract start date determination, Dynamic SKU determination, etc.
- Streamlined sales deal approval process by implementing Advanced approvals, drastically reducing instances of approvals through emails reducing deal leakage due to approval delays by 24%
- SME on Salesforce CPQ implementation for managing customer quoting and, product pricing and discounting with expertise on salesforce data model.
- Built Salesforce/Tableau reports and dashboards to effectively track business performance from Opportunities to Product revenue recognition for Quarterly Business Reviews (QBR's)
- Performed extract, transform and load (ETL) functions on Accounts, Contacts, Opportunities, Price Books and Contracts data from legacy source system to Salesforce CRM using tools such as Apex Data Loader, Salesforce Import and Export Wizard, Prodlly Moover and Informatica
- Led analysis and design workshops, evaluated and prioritized business and technical requirements, simplified and optimized CPQ business and technical processes, documented application and technical design, implemented technical solutions, troubleshoot and resolved implementation issues, and coordinated user acceptance testing

FireEye Inc. | Business Process and Tool Development Intern **Milpitas, CA, USA** **May. 2016-Aug. 2016**

- Analyzed sales and inventory related data to create reports generating metrics/KPI's and dashboards using Tableau by gathering data from heterogenous source systems like Oracle EBS and Salesforce to provide executives with analytical decision-support system used as the basis for inventory management digital transformation, reducing wastage on overstocking by 16%
- Improved product Last Time Buy (LTB) process by analyzing and documenting as-is process, conducting interviews with various stakeholders and performing gap analysis to create efficient to-be process; reducing depot support operation cost by 8%
- Developed Workflows, operating procedures and provided training to team members on the official process to be followed for Inventory Management related to Last Time Buy products

Accenture | Software Engineering Analyst / Associate **Bangalore, India** **Apr. 2011-Jul. 2015**

- Managed the migration from Pipedrive CRM to Salesforce CRM with less than 3% error rate in the migration
- Maintained and customized Salesforce.com features such as users, roles, profiles, groups, accounts, contacts, record types, sharing rules, custom objects, pick lists and page layout customization to support vital business functions.
- Conducted JAD sessions, stakeholder interviews and job shadowing to gather requirement; created BRD, Functional specifications, Process mapping documents, Use case diagrams, Workflow/Process flow, training guidelines and UAT
- Translated 65+ business needs into tangible deliverables like the functional requirement documents (FRD), technical specifications, use cases, workflows and dataflows
- Optimized resource scheduling by remodeling the process of matching skills and capacity to work orders in the SAP MRS module resulting in optimum resource utilization and cost reduction by 26%

CERTIFICATIONS

- **Salesforce CPQ Specialist** April 2018
- **Salesforce Administrator** January 2018

EDUCATION

MBA in Management Information Systems	University of Arizona, USA	GPA: 3.60	August 2015-May 2017
MS in Management Information Systems	University of Arizona, USA	GPA: 3.60	August 2016-May 2017
BS in Information Technology	University of Mumbai, India		August 2006-May 2010

TECHNICAL SKILLS

- **Tools:** Salesforce CPQ, Sales Cloud, Service Cloud, Pardot, SAP ERP, Informatica CC360, ServiceNow, BMC Remedy, JIRA, ARIS, Tableau, Drawloop, WalkMe, Stripe, Lean Data, GridBuddy, DocuSign, PactSafe, Prodlly Moover
- **Integration:** Salesforce to Pardot, Salesforce to SAP, Salesforce to NetSuite
- **Methodologies:** Agile, Waterfall, SCRUM, SAFe
- **MS Tools:** Visio, Project, Excel, PowerPoint, Word, SharePoint