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Engineering, Project Manager| Solution Architect Salesforce CRM Mobile: +91-9538699922



**Career Objective**

Seeking a challenging position to associate myself with an organization where there are ample opportunities to share, contribute, engage, and upgrade my skills and knowledge for the development of myself and organization served.

**Professional Summary**

Over 14+ years of Experience in IT Industry.

* 11+ Years of hand-on experience in Salesforce.com configuration and customization, Salesforce Service cloud, Sales Cloud, Veeva CRM Implementation, Salesforce Marketing Cloud, Salesforce Commerce Cloud, Mulesoft, Testing, supporting end users and activities.
* 7+ years of experience in manage and mentor the team by guiding, providing support, set clear expectations, establish goals, assign responsibilities, motivate, and inspire the team to perform at their best.
* Led the design and implementation of Salesforce solutions across multiple industries like retail, Healthcare, Manufacturing, telecommunications, including finance & banking.
* Provided technical leadership to project teams by developing requirements with business stakeholders and translating those into technical specifications that can be implemented in Salesforce.
* Developed a deep understanding of business processes and data models to ensure proper fit within existing systems as well as future scalability.
* Proven experience to drive the execution and delivery of features by collaborating with many cross-functional teams, architects, product owners and engineers.
* Experience in handling multiple projects from conception to completion in a fast-paced acquisition environment and ensure that all projects are delivered on time.
* Good experience on handling critical decision making that attribute to the success of the product, foreseeing issues and resolve it before it happens.
* Drive the development and implementation of engineering processes, standards, and best practices. Assess and improve engineering practices, tools, and methodologies to enhance efficiency and productivity. Identify areas for skills development and training within the team.
* Good in strategic planning discussions and provide input on long-term engineering goals and initiatives. Collaborate with senior leadership to align engineering objectives with the overall business strategy.
* Hands on experience on Vendor Management, SOW’s, negotiate contracts and agreements on service level agreements (SLAs) including pricing, terms, and conditions to ensure that contracts are fair, legally compliant, and protect the interests of the organization.
* Communicated with customers to identify their buying needs and goals, worked on various sales collaterals, and on presales technical guidance. Performed market analysis, worked closely with vendors, and provided beneficial support services, ensuring the all-time great customer experience.
* Strong proven experience in delivering custom application on CRM Platform and effective ongoing and sustainable support model in various stages of Software Development Life Cycle (SDLC) including development, enhancements, deployment, and maintenance of standalone object-oriented enterprise applications.
* SFDC Configuration/Customizations like User Interface, Page Layouts, Tabs, Custom

Fields, Custom Objects, Triggers.

* Experience in creating workflows, approval processes, validation rules and sharing & security rules.
* Experience in Visual Force, Apex, SOQL and experience in using Eclipse IDE.
* Developed Apex Classes, Controller Classes, and Apex Triggers, for various functional needs in the application.
* Experience working with Force.com IDE, Data Loader and salesforce.com Sandbox.

environments.

* Web application integration patterns using REST / SOAP API
* Experience in design and implementing Community Cloud (Experience Cloud) and Implementing LWC (Lightening Web Component) sites and components.
* 5+ years of experience in implementing and supporting Veeva CRM applications.
* Strong experience in implementing Veeva Account Management (ATL, Brictoterr), Call Management, Sample Management, Cycle Plans, MCCP, Consent Capture, CLM administration, Product catalogue, My Setup, Rating and Evaluation, MyInsights.
* Experience in Veeva Vault PromoMats and worked on CLM sync issues.
* Experience in Implementing CI/CD process using GITHUB, Gearset.
* Experience in upgrade and environmental migrations of enterprise CRM applications.
* Communicate all key project plans, commitments, and changes including requirements, QA plans, schedule, and scope changes.
* Conduct Release Readiness reviews, Milestone Reviews, and Business Go/No-Go reviews.
* Hands on experience in creating and documenting test scenarios in performance testing, functional testing, and scalability testing.
* Good understanding of business processes.

**Technical Skills**

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| --- | --- |
| **Technologies** | Salesforce CRM, Salesforce Service Cloud, Salesforce Marketing Cloud, AgilOne, SFCC, Lightening, Apex Classes/Controllers, Apex Triggers, Aura, LWC, SOQL, SOSL, Visual Force Pages / Components, Workflow Approvals, Dashboards, Custom Objects. SFDC Admin/Developer (Certified). |
| **Tools** | Veeva, Eclipse, Force.com Eclipse IDE Plug-in, Force.com Data Loader, Force.com Platform (Sandbox and Production). ServiceNow (SNOW), JIRA, GITHUB, MuleSoft. |
| **GxP Testing** | HP ALM. |
| **Languages** | Apex, Java Script, HTML. |
| **Operating Systems** | Windows XP/Windows 7, Unix Solaris, Linux. |

**Professional Experience**

* Currently associated with **PVH** as **Engineering Manager/Solution Architect/ Project Delivery Manager CRM (Salesforce.com Service Cloud, Marketing Cloud, AgilOne, Mulesoft). –** Dec 2019 to Present
* Worked for **Mylan Pharmaceuticals Pvt Ltd** as **Deputy Manage**r **CRM (Salesforce.com, Veeva). –** July 2017 to Dec 2019
* Worked for **Carl Zeiss IND Pvt Ltd Bangalore** as **Senior Software Engineer** **SFDC Admin/Developer (Consultant). –** Dec 2016 to July 2017
* Worked for **Cognizant Technology Solutions** as **SFDC Developer/Consultant. -** Dec 2012 to Dec 2016
* Worked for **Accel Frontline**. (Solitaire Softech) – From Jan 2009 to Dec 2012

**Project #1**

**Project Name** : **Consumer Data Transformation (CDT)**

 **Global Digital Commerce Implementation (GDC)**

**Client**  : **PVH India Pvt Ltd.**

**Team Size : 10 - 15 (Direct Reports 11)**

**Date : Dec 2019 to Present**

**Environment** : Salesforce CRM, Service Cloud Console, Saleforce.com Marketing Cloud, Salesforce Commerce Cloud, Mulesoft, AgilOne, Lightening, Apex, Aura, visual force (Pages, Components), validations and workflows and approval process, Apex Data Loader, Reports, Dashboards, Security Controls.

**Description:**

PVH is one of the most admired fashion and lifestyle companies in the world. Brand portfolio includes the iconic CALVIN KLEIN, TOMMY HILFIGER, Van Heusen, IZOD, ARROW, Warner’s, Olga, and Geoffrey Beene brands, as well as the digital-centric True&Co. PVH is passionate about creating high quality products that are complemented by compelling online and offline consumer experiences and focused on connecting with the next generation of consumers. PVH continue to set sights on making positive impacts in communities while leading change across business.

CRM provides solution to Marketing, Service & Analytical aspects to fulfil the requirements of the consumers. The global CRM process developed in CDT starts with the marketing where we create campaigns to target consumer, provide service and get the analytics of the consumers. CDT also include migration of consumer data from legacy applications to Saleforce.com & AgilOne.

Global Digital Commerce Implementation is replacing all the Global Ecomm application with Salesforce Commerce Cloud platform and connect with CDT for better consumer engagement and experience and have a to create a Global Ecomm platform.

**Responsibilities:**

* Requirement gathering, Design and develop architecture for consumer data from legacy applications to Salesforce.com Marketing cloud and Service cloud.
* Team management & vendor Management, Release Management, and sprint cadence.
* Supplied critical organizational, analysis, and problem-solving skills to programs.
* Designed and Developed Integrations between SFSC and MuleSoft for file processing.
* Connection establishment between Commerce Cloud, Service Cloud and Marketing Cloud. (B2C, SFMC Connector).
* Developed Apex Classes, Controller Classes, and Apex Triggers for various functional needs in the application using the Eclipse IDE.
* Worked on Lightening components, user interface creating page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts, field updates to implement business logic.
* Responsible for setting field level security, profiles, sharing rule and audit trail setup to ensure that data is only shared with authorized persons.
* Created Reports and Dashboards as per the client’s requirements.
* Deployed components from Development environment to Sandbox and from Sandbox to Production using eclipse.
* Worked on Data Loader using command line Interface for uploading the data to salesforce system.

**Project #2**

**Project Name** : **OneMylan. (Veeva)**

**Client**  : Mylan Pharmaceuticals Pvt Ltd.

**Team Size : 5 - 9 (Direct Reports 3)**

**Date : July 2017 to Dec 2019**

**Environment** : Salesforce CRM, Veeva, Service Cloud Console, Apex, visual force (Pages, Components), validations and workflows and approval process, Apex Data Loader, Reports, Dashboards, Security Controls.

**Description:**

Mylan is one of the world’s leading global pharmaceutical companies, with a significant and growing presence in India. Mylan’s manufacturing platform includes more than 40 facilities. OneMylan and Veeva CRM provides a CRM solution to sales & marketing aspects to fulfil the requirements of the clients. The global CRM process developed in OneMylan starts with the marketing department where they create campaigns to target existing contacts (Doctors), leads or just to create new leads to be managed and qualified by the sales Reps. The sales reps visit the doctor and had to gather the requirements of the doctor as per the need and they are created in the back-end system and are currently linked to Accounts. An Opportunity is usually used to track order from Clients, it hold various information like Name of Hospital, area in which it is located, the complete requirement of doctor etc.

**Responsibilities:**

* Created and documented test scenarios for Sample management.
* GxP testing using HP ALM tool.
* Implemented Sample Management, Data Change Request, Rating and Evolution in Veeva
* Worked on Germany Meda Integration and Brazil Meda integration with Veeva.
* Developed various Custom Objects, Tabs and customized standard objects like Accounts, Contacts, and Cases.
* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application using the Eclipse IDE.
* Worked on user interface Creating visual force pages, page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Responsible for setting field level security, profiles, sharing rule and audit trail setup to ensure that data is only shared with authorized persons.
* Created Reports and Dashboards as per the client’s requirements.
* Deployed components from Development environment to Sandbox and from Sandbox to Production using eclipse.
* Worked on Data Loader using command line Interface for uploading the data to salesforce system.

**Project #3**

**Project Name** : **Carl Zeiss Vision and Photo Optics Implementation.**

**Client**  : Carl Zeiss Germany.

**Team Size : 5**

**Date : Dec 2016 to July 2017**

**Environment** : Salesforce CRM, Service Cloud Console, Apex, visual force (Pages, Components), validations and workflows and approval process, Apex Data Loader, Reports, Dashboards, Security Controls.

**Description:**

ZEISS is an internationally leading technology enterprise operating in the optics and optoelectronics industries. The ZEISS Group develops, produces and distributes measuring technology, microscopes, medical technology, eyeglass lenses, camera and cine lenses, binoculars and semiconductor manufacturing equipment. With its solutions, the company constantly advances the world of optics and helps shape technological progress. Vision and Photo Optics Implementation CRM provides a CRM solution to sales & marketing aspects to fulfil the requirements of the opticians. The global CRM process developed starts with the vision sales department where the sales reps visit the opticians and had to gather the requirements of the opticians as per the need and they are created in the back-end system and are currently linked to Accounts. An Opportunity is usually used to track order from Clients, it hold various information like Name of Optician, area in which it is located, the complete requirement of Optician etc.

**Responsibilities:**

* Developed various Custom Objects, Tabs and customized standard objects like Accounts, Contacts, and Cases.
* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application using the Eclipse IDE.
* Worked on user interface Creating visual force pages, page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Responsible for setting field level security, profiles, sharing rule and audit trail setup to ensure that data is only shared with authorized persons.
* Created Reports and Dashboards as per the client’s requirements.
* Deployed components from Development environment to Sandbox and from Sandbox to Production using eclipse.
* Worked on Data Loader using command line Interface for uploading the data to salesforce system.

**Project #4**

**Project Name** : **bSwift Cloud Implementation**

**Client**  : Aetna

**Team Size : 8**

**Date : Oct 2016 to Dec 2016**

**Environment** : Salesforce CRM, Service Cloud Console, Call Center, Apex, visual force (Pages, Components), validations and workflows and approval process, Apex Data Loader, Reports, Dashboards, Security Controls.

**Description:**

Aetna is an American managed health care company, which sells traditional, and consumer directed health care insurance plans and related services, such as medical, pharmaceutical, dental, behavioural health, long-term care, and disability plans. bSwift Cloud Implementation CRM provides a Call Centre solution to handle customer requests and provide required information about the products of Aetna and to fulfil the requirements of the clients. The call centre CRM process developed in bSwiftCloudImplementation starts with the getting caller details using InContact CTI integration with salesforce.com and verifying the caller details within the system and provide the necessary information to the customer and create case accordingly. We have implemented Live Chat Agent, so that the customer can chat with the Agent and can get the required information and accordingly the case is created. We have also implemented E-mail-to-Case, in which the customer sends mail for the required information and that is created as a Case in the system.

**Responsibilities:**

* Implemented Service Cloud Console.
* Developed various Custom Objects, Tabs and customized standard objects like Accounts, Contacts, and Cases.
* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application using the Eclipse IDE.
* Worked on user interface Creating visual force pages, page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Responsible for setting field level security, profiles, sharing rule and audit trail setup to ensure that data is only shared with authorized persons.
* Created Reports and Dashboards as per the client’s requirements.
* Deployed components from Development environment to Sandbox and from Sandbox to Production using eclipse.

**Project #5**

**Project Name** : **TotalViewEMEA**

**Client**  : JHONSON & JHONSON (JNJ)

**Team Size : 20**

**Date : Nov 2014 to Oct 2016**

**Environment** : Salesforce CRM, validations and workflows and approval process, Apex Data Loader, Salesforce Mobile, Apex, Visual force (Pages, Components), Reports, Dashboards, Security Controls.

**Description:**

Johnson & Johnson is an American multinational medical device, pharmaceutical and consumer packaged goods manufacturer founded in 1886 is one of the oldest companies with various branches all over the world, where they sell all types of pharmaceutical and consumer packaged goods accordingly to the customer requirement. TotalViewEMEA CRM provides a CRM solution to sales & marketing aspects to fulfil the requirements of the clients. The global CRM process developed in TotalViewEMEA starts with the marketing department where they create campaigns to target existing contacts (Doctors), leads or just to create new leads to be managed and qualified by the sales Reps. The sales reps visit the doctor and had to gather the requirements of the doctor as per the need and they are created in the back-end system and are currently linked to Accounts. An Opportunity is usually used to track order from Clients, it hold various information like Name of Hospital, area in which it is located, the complete requirement of doctor etc.

**Responsibilities:**

* Developed various Custom Objects, Tabs and customized standard objects like Accounts, Contacts.
* Deployed components from Development environment to Sandbox and from Sandbox to Production using eclipse.
* Worked on user interface Creating visual force pages, page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Responsible for setting field level security, profiles, sharing rule and audit trail setup to ensure that data is only shared with authorized persons.
* Designed, developed, and deployed Apex Classes, Controller Classes, and Apex Triggers for various functional needs in the application using the Eclipse IDE.

**Project #6**

**Project Name** : **Houghton Mifflin Harcourt**

**Client**  : Houghton Mifflin Harcourt

**Team Size : 5**

**Date : Dec 2012 to Nov 2014**

**Environment** : Salesforce CRM, validations and workflows and approval process, Apex Data Loader.

**Description:**

Houghton Mifflin Harcourt is one of the oldest books selling company with various branches all over US, where they sell all types of books, and they take huge orders form the schools and supply accordingly to the requirement. HMH CRM provides a CRM solution to sales & marketing aspects to fulfil the requirements of the clients. The global CRM process developed in HMH starts with the marketing department where they create campaigns to target existing contacts, leads or just to create new leads to be managed and qualified by the sales team. The sales had to fill a document for credit acceptance request. The credit check request must be completing to enable risk analysis to make the financial study they are created in the back-end system and are currently linked to Accounts. An Opportunity is usually used to track order from clients, it hold various information like Name of school, area in which it is located, the complete order from the school etc.

**Responsibilities:**

* Developed various Custom Objects, Tabs and customized standard objects like Accounts, Contacts.
* Deployed components from Development environment to Sandbox and from Sandbox to Production using eclipse.
* Worked on user interface Creating visual force pages, page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Responsible for setting field level security, profiles, sharing rule and audit trail setup to ensure that data is only shared with authorized persons.
* Designed, developed, and deployed Apex Classes, Controller Classes, and Apex Triggers for various functional needs in the application using the Eclipse IDE.
* Worked on deployments using tools like eclipse, ant.

**Academic Qualification**

**B. Tech (Computer science and Engineering) JNTU Hyderabad.**

 **(Avinash T)**