

MUKRAMKHA PATHAN

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AN OVERVIEW

Business Analysis specializes in implementation of Salesforce Sales Cloud and Service Cloud for Automotive and Manufacturing Domain that includes Channel / Vendor management.

Qualified Mechanical Engineer with Post graduation in Marketing, Currently I'm the Business Analyst at Bizifier Solution an Information Technology services organization, and prior to this I have been associated with various organization i.e. Tata Motors, Piaggio Vehicles and Premier Limited.

CORE COMPETENCIES

- **Business Analysis and Product management:** Plays a key-role in implementation of CRM and transformation of Digital journey in Automotive, Manufacturing and other industries.
- **Trained on Agile way of working:** Deep understanding and Knowledge of different project management methodologies such as Waterfall, and Agile Scrum, Kanban etc. Understanding and knowledge of Design thinking and Innovation management.
- **Trained Salesforce Professional:** Technical and functional knowledge of Salesforce CRM and its best practices of implementations.
- **Industry knowledge:** Knowledge of Automotive and Manufacturing sectors.

ACADEMICDETAILS

- PGPBM - Marketing from International School of Business and Media (ISB&M) Bangalore.
- B Tech - Mechanical from MIT, Aurangabad.

EMPLOYMENTDETAILS

- **Working with Bizifier Solution as a Business Analyst and Product Owner since September 2016.**
 - Stakeholder management on requirement review and solution walk-through.
 - Follows design thinking approach Empathize, Define, ideate, prototype and test.
 - Participating in human-centered design brainstorming sessions.
 - Creating Business requirement documents/User Stories/FSD/Test strategy plan, Process Flow diagram etc.
 - Facilitate communication at team level in order to create consensus on scope, design decisions, and implementation decisions.
 - Establishing, owning, and managing Scrum meetings, sprint retrospectives, sprint reviews, and sprint planning sessions.
 - Work Closely with UX/UI team
 - Key role in Change management, Scope management and Defect management analysis.
 - Conduct requirements and design reviews of new features.
 - Assist in designing high level test approaches and implement detailed test plans.
 - Execute tests during product testing phases to find all bugs in assigned feature areas.
 - Work closely with the development team to analyze and find root cause of failures.
- **Worked with Tata Motors as a Territory Sales Manager since September 2015 to August 2016**
 - Responsible for Sales and Marketing of commercial vehicle (IMCV trucks) in western Maharashtra and Goa territory.
 - Offered new and existing customers profitable products to increase market share of IMCV trucks.
 - Attracted new clientele and developed customer relationships by hosting product-focused events.
 - Partnered with sales team members and leveraged strong negotiation skills to close tough deals with lucrative clients.
 - Communicated regularly with territory, regional and strategic managers for daily support and strategic planning for key accounts.
 - Monitor competitive specifications and customer needs; analyze lost-sales.
 - Training & monitoring the performance of dealer sales staff.
 - Help product team to implement LMS (Lead Management Systems) in IMCV segment.
 - Providing inputs and recommendations to product team on important aspects on lead management systems.
 - Coordinating with the consulting firm for digitization of the process.
 - Played an important role as a stake holder for consulting firm, as a single point of contact for sales related queries.

➤ **Worked with Piaggio Vehicle since November 2014 to August 2015**

- Responsible for Sales and Marketing of commercial vehicle in Pune district.
- Ensuring availability of sufficient vehicle stocks at dealership and rural outlets.
- Ensuring the proper utilization of channel partner's working capital in the business.
- Planning and executing BTL activities according to CORD (Counter, Outdoor, Referral and Database) to generate leads.
- Ensuring segment wise retails through activities like KAC meets, Opinion leader meets, stand leader meets,tele calling etc.
- Training and monitoring the performance of dealer sales staff.
- Ensuring the availability of finance at each dealership to support retails, and motivating financiers through financier meets at regular intervals.

➤ **Worked with Premier Limited since February 2012 to August 2013**

- Handled company owned outlet at Pune and Dealership at Coimbatore.
- Coordinated dealership and PASS (Premier authorized service stations) appointment process

NOTABLE ACCOMPLISHMENTS

- Excellent track record of completing end to end Salesforce CRM and Digital transformational projects on time.
- Received recognition and appreciation from the management for successfully improving Lead management system score.
- Conducted workshops/webinars on LMS implementation within the organization for sales and admin team.
- Bagged recognitions for rendering consistency in performance & effectively handling crucial responsibilities.

PERSONAL DETAILS

Date of Birth:	07 th December 1986
Address:	Gulnaaz Villa, Kausar Baugh, Kondhwa, Pune Maharashtra India
Languages known:	English, Hindi, Urdu and Marathi