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Summary

- Assisting clients for over 9 + years to transform their business through the development and implementation of digital strategy leveraging compelling creative design, mobile, web, content, social, data, and analytics solutions.
- Contributed as a Digital Transformation Lead, Process Consultant, Business Analyst, Scrum Master, Quality Analyst, and Product Owner (Certified Scrum Master, and Certified Product Owner).
- Helped clients with Digital Transformation, Vendor Assessment, Process Consulting, Product Design, and Digital Marketing Strategy across Automotive, Retail, FMCG, QSR, Internet, Energy, Education, and Manufacturing Industries.
- Experience in working with products like Salesforce Commerce Cloud (Cloudcraze and Demandware), SAP Commerce Cloud (SAP Hybris), Celonis, Outsystems, SAP Marketing Cloud(Hybris Marketing), Google Analytics, Hotjar, Adobe Experience Manager, Adobe Marketing Cloud and IBM WebSphere Commerce.

Experience



Digital Transformation Lead

22feet Tribal Worldwide

Aug 2020 - Present (5 months +)

- Lead a team of 50+ members across Design, Technology, QA, Analytics & SEO
- Enable Retention and Hyper-Growth for some of the largest Clients across Automotive, Retail, FMCG, QSR, OTT, Petrol, Energy, Education and Manufacturing Industries
- Directly lead the digital transformation and Product Development of the biggest motorcycling brands in India by scaling the agency revenue 4X in one year.
- Assist Businesses with new and existing digital and Product solutions to generate growth
- Promote the technology-driven solution thinking minds within the agency in order to look at business problems from a tech perspective



Digital Transformation : Assistant Manager

KPMG

Feb 2019 - Aug 2020 (1 year 7 months)

- Led creation of Value Proposition Map, Empathy Map, and Functional Decomposition
- Primary ownership of delivering Business Model Canvas, Competition Matrix, Digital Transformation Roadmap (Vison and Validate) and Vendor Assessment
- 5x Practice Growth Champion (People and Engagement)
- Led Digital TransformationSalesforce Commerce Cloud or CloudCraze



Functional Consultant - Product Manager

Deloitte Consulting

Sep 2016 - Feb 2019 (2 years 6 months)

- Functional Lead with expertise in Outsystems, Hybris (6.7), CloudCraze(4.7), Salesforce, IBM WCS(7.4) and Hybris Marketing(1602 Release)
- Offshore Product Manager for Product Delivery.
- Led Website and Mobile Wireframe Design Workshops for UI & UX: Axure, Zeplin, Blasmiq
- Drove Agile Project Management: Team Management, Client Delivery, Onsite-Offshore Co-ordination,
- Offshore Escalation Point.



Business Analyst & Senior Software Engineer

IBM

Nov 2015 - Aug 2016 (10 months)

- Delivered Functional requirements documentation and Elicited Business requirements to the Customer (Business and IT teams)
- Owned the Solution Requirement Coverage
- Tracked completion of Sprint wise requirements and Test cases review (Ensuring no gaps in Functional requirements vs Solution design vs Test cases)
- Scope management and change request management.



Software Engineering Analyst, Pre-Sales e-Commerce SME

Accenture

Jun 2014 - Nov 2015 (1 year 6 months)

- Responded to RFQ
- Created POC for Demo and Effort Estimation
- Conducted Client Workshop for Requirement Gathering and Elicitation
- Developed Client Assets primarily on IBM WebSphere Commerce 7.4 platform and SAP Hybris



Software Engineer

HCL Technologies

Jul 2011 - May 2014 (2 years 11 months)

- Supported Production Issues for various EDI Applications across standards like ANSI X12 , EDIFACT etc for all INBOUND and OUTBOUND Transactions.
- Supported Production issues for data communication between EDI and SAP IDOCs
- Led EDI- Biztalk integration Landscape and Delivered Work Orders in time.
- Co-ordinated between several teams such as GXS, Biztalk and SAP IDOCs Support Team in case of relevant issues
- Trained New resources for EDI Support.

Education



Sunstone Eduversity

PGPM, Information Technology

2016 - 2017



Institute of Technical Education and Research(I.T.E.R),SOA University

B.Tech, Electrical and Electronics

2007 - 2011

Licenses & Certifications



IBM WebSphere Commerce V7.0 Certified Application Development - IBM



Information Technology Service Management - Associate - HCL Technologies



Excel: PivotTables for Beginners - Lynda.com



Certified Scrum Master - Scrum Alliance

Issued Mar 2019 - Expires Mar 2021
1035666



Certified Scrum Product Owner (CSPO) - Scrum Alliance

Issued Apr 2020 - Expires Apr 2022
1210532



Snap - Celonis



Certified Celonis Data Engineer - Celonis

Issued May 2020 - Expires May 2021

Honors & Awards



SPOT AWARD

Oct 2016

"SUPERIOR PERFORMANCE - IN SUCH A SHORT TIME FRAME, YOU HAVE BECOME AN INTEGRAL PART OF THE TEAM. YOUR DEDICATION AND CONTRIBUTION TO THE PROJECT IS TRULY AMAZING! "



.1 Certification - Central board of Secondary Education

Jul 2006

Was awarded .1 Certificate for being ranked in the top .1 Percent of marks scorer in English for the 10th Standard examination conducted by CBSE.



Rising Star - KPMG

Aug 2019

Awarded Rising Star to recognise the effort in growth of the practise and client engagement