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|  | **Surendra**  +1 (972) 532-6421  sfdcsuren@gmail.com  Work Authorization : EAD |  |

**Salesforce Technical Solution Architect / Sr. Developer (LWC) / Product Owner**

**Expertise in Salesforce Integrations & Migration, APPExchange Product development,**

Overall **22+ years** of IT experience as an IT Consultant and Business Head ( **13+ years Salesforce / CRM experience as Administrator / Sr. Developer / Solution Architect with Lightning Web Component & Appexchange Product Development )**

Excellent in **Client Management**, Techno-Business Solutions and Software Development life cycle with Agile & Waterfall methodologies including **System Business Architecture, Technical Consulting** and **Project Management.**

As a **product owner**, developed **Appexchange Products** with **managed packages, LMA** (Licence Management APP)**, Publishing App in AppExchange and managing license thru LMA.**

Hands-on experience in **Salesforce** as an Solution Architect, Sr. Developer by providing End-to-End Solutions on **SFDC SaaS CRM & Force.com platform with Lightning Experience** and Cross Platform Integrations by using **REST API’s** and other open source technologies like Node.js & PHP for various ERP, CRM & Reporting Applications.

Strong knowledge on Salesforce out-of-box modules like **Sales Cloud, Service Cloud with Field Service ( FSL ), Marketing Cloud, Communities,** Quotes**,** Price Books / Products **, Revenue Module** (Quote to Cash CPQ) **& Lightning Apps, Reports / Dashboards. Custom UI development using LWC (Lightning Web Components)**

**Strong coding knowledge in LWC with LDS ( Lightning Data Services ) and Integrations.**

Two decades of Domain understanding and project experience in **Pharma** (Bulk Drugs Manufacturing)**, e-Commerce** (B2C, B2B) **, Retail,** Warehouse & Logisticand **Construction (AEC).**

**Salesforce Expertise :**

* Expertise in **SFDC implementation** with **Sales cloud, Service cloud with FSL , Campaigns, Price Books & Products + CPQ** (Revenue cloud)**, Chatter & App-exchange applications.**
* **Got excellent experience on Process Builder and Lightning Flows** ( Auto Launched and Scree Flows )
* Managed and developed **Lightning Components in LWC (** lightning web components **)**
* Experience working with **Sandbox and Production Environment Deployments with changesets.**
* **Good knowledge with AppExchange products and implementation into Org.**
* Customized Org & Created: User Management, **Profiles, Permission Sets**, Role Hierarchy, **OWD sharing settings**, Sharing Rules, Public Groups, Queues, **Approvals**, **Assignment Rules**, Escalation Rules, Duplicate Rules, **Validation Rules**.
* Managed **Standard Objects**, Custom Objects, Custom Fields, **Look-up** and **Master-Detail relationships** with **Jn. objects**, Record Types, **Field dependencies**, Picklist Values Record Type specific, Roll-up summary fields, Formula Fields, **Global Picklist Value Sets**, **Global Quick Actions**, **Custom Metadata**, Custom Settings, Custom Labels.
* Expert in controlling profile based Record Types.
* Page Layout customization and Assignment as per Profile & Record Types.
* Created **Lightning Apps, Lightning Pages** ( Home Page, App Pages & Record Pages) , Custom TABS, Buttons & Links, **Quick Actions, List Views, Search Layouts , Compact Layouts**.
* **Customised out-of-box modules**: **Sales Cloud** with **Opportunity**, Quotes, Price Books, Products and Contracts. Good understanding of Salesforce **CPQ** (SteelBrick) with **Sales Process and Path settings**.
* **Service Cloud** with Cases, Web-to-Case, **Case Assignments**, Case Escalation Rules, Case Auto Response, Self service, Omni - Channels, **Service Process**.
* **Created Communities** for Customers, Community Pages with Lightning Bolt and Community User Management, Knowledge Articles assigning them to record types with approval process.
* Customized **campaign managemen**t to assess cost of the lead and Budget.
* Strong knowledge in creating **Lead Process** and **Path settings**.
* Experienced in creating **Apex Classes** ( **Controllers**  & **Triggers** ).
* Hands on in **Custom Integration Solutions with RESTful API’s & HTTP Callouts**.
* Good knowledge in querying salesforce objects, using **SOQL** and **SOSL**.
* Expertise in using tools such as **Data Loader & Import wizard .**
* Coordinated with **ETL teams to interface data to import into the SFDC** platform.
* Experience in monitoring, troubleshooting and supporting **Salesforce CRM** based applications and infrastructure.
* Involved in user interface design, performance tuning, go-live support and post-production support.
* Experienced in working with **Agile** and **waterfall** development methodologies.
* Worked closely with Business Users to enable business processes using **SFDC.**
* **Excellent in coordinating with Off-shore & On-Site teams throughout the Product Development Lifecycle.**
* Worked with a cross platform database using **MySql, SQL Server, Oracle & MongoDB** in various applications.
* Strong industry knowledge using **PHP, HTML, JSON,** XML, **HTML5**, Angular, JQuery, JavaScript and AJAX along with **Apex & LWC.**
* Brief Working experience with SAP, Sugar CRM, Peoplesoft.
* Designed and implemented several cross platform applications with **PHP** + **Node.js** for **APIs** and **PHP** & **Angular**  as front end.

**TECHNICAL SKILLS:**

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| Salesforce.com | **Process Builder**, **Lighting Flows**, Lighting Components, Community Pages, Workflows,  **Approvals**, **Apex (Triggers & Controllers )**, **SOQL**, SOSL, Lighting Components(LWC, Aura)  Email Templates, Formulas, Validation Rules, AppExchange, Salesforce.com, Roles & Profiles,  Reports and DashBoards. **Sales Cloud, CPQ, Service Cloud, Communities, Field Service** |
| Languages | **Apex**, PHP, XML, Java, JavaScript, **HTML**, Angular Framework, COBOL,  PL/SQL, **Lightning Web Components(LWC)** |
| Technologies | **Salesforce**, SAP, Sugar CRM, Ajax, jQuery, Web Services ( REST, SOAP, WSDL) HTML5 |
| Tools and Utilities | **Data Loader**, Force.com IDE, Ant, **Visual Studio Code IDE**, Mozilla Firebug, Jira, Tableau,  **Git & GitHub, Robo 3T** |
| Databases | Oracle, SQL Server , **MySQL**, **MongoDB** |

**Major Salesforce Assignments :**

**Client: RYNALTY 2020 to Current**

**Location: Denver, USA / Off-Shore ( Remote )**

**Role: Salesforce Solution Architect ( LWC / Integrations ) / Appexchange Product Owner.**

Rynalty Group is a reputed project lifecycle management company especially into the Construction Industry. Developed complete workflow management and Job Tracking system for construction industry as part of Appexchange Product and few custom modules for clients.

**RESPONSIBILITIES:**

* Complete designing & developing the **custom appexchange product** with **managed package**.
* **LMA** (Licence Management APP)**, Publishing App in AppExchange and managing license thru LMA.**
* **Creating Managed Packages** with version controls and **Uploading into Appexchange** as a release management.
* Developed Custom Apps using **LWC**.
* **Parsing CSV Files** and importing data thru Batch Classes & Integrating with QuickBooks on daily progress.
* Writing Batch apex to **create line items** on Schedules, sending notifications (email, chatter ) on work Progress.
* Custom Compliance designing using Salesforce activities.
* **Integrating with third party tools.** ( gSuits (Gmail), Outlook, Live Weather Updates, QuickBooks, Conga Documents for PDF ) , Integrating Google drive for file storage.
* Handling Complete life cycle of Integrations / Deployments for production and into multiple Orgs.
* **Sales cloud & Experience Cloud ( Service Cloud )** used in the product where clients can use from lead to project completion stages. Experience cloud used to provide access to clients, vendors and its employees who work in the project.

**Client: Biocon 2016 to 2019**

**Location: Hyderabad / Bangalore ( Remote )**

**Role: Solution Architect / Sr. Developer ( LWC )**

Biocon is a global API & biopharmaceutical manufacturing company, they have global operations expanding steadily. Implemented custom solutions with multiple orgs and complete rewrite of lead process integrating with Sales process. They need a system, which should be cloud based and can manage all the processes in a single platform integrating several orgs across different business units ( India & USA) for real time data access. We have implemented this project in Lightning Experience. Created several custom complex reports which were not available in out-of-box Salesforce reports.

**RESPONSIBILITIES:**

* Providing complete SFDC business solutions and integrating with existing systems.
* Designed and implemented a complete road map for Integrations and Customization.
* SPOC for Business Requirements, Solution Finalization and Customization Acceptance from Client.
* Involved in requirement gathering directly from the Business Team and IT Team.
* Analyzing and estimating the complexity of user stories, assigning to team members and supporting them in Customization and Development.
* Involved in Customizing the org with User Management, Profiles, Permission Sets, Roles, Sharing setting, Sharing Rules, Public Queues, Approvals, Process Builder, Lightning Flows, Validation Rules, Custom Objects and Data Migration.
* Created Custom Metadata and Custom Settings.
* Customized **Sales Cloud** with Opportunity Stages, Quotes, Products and Price Books.
* Used Service Cloud for case and knowledge articles.
* Created a POC with CPQ ( Steelbricks ) for custom Products and services to provide to their client.
* Created several out-of-box Lightning UI leveraging Apps, Lightning Record Pages, App Pages with LWC.
* Developed **API’s** using **Apex HTTP Callouts** to pull data from SAP and custom accounting systems and presented in Lightning Pages using **LWC ( Lighting Web Components ).**
* Worked on Apex classes to support the back-end process of the application.
* Worked on **REST API** for third party Integrations.
* Managed **Remote Site Settings** and **Named Credentials** in Integrations.
* **Created** and Managed out-of-Box **Lightning Reports** and **Dashboards** and granting access to users.
* Designed Data Backup Scheduling on a daily basis.
* Also used Lightning Components, Controllers and Events for designing some of the UI pages.
* Worked with Informatica Team, which is a middleware for Integrations.
* Created Custom Objects and Created Automation between various objects as they have Inter dependencies.
* Worked on Deployments and used GIT as Code repository and VS Code with Salesforce CLI..
* Worked with Data Loader for uploading the customer’s data and their related information from spreadsheets to Salesforce.
* Managing ongoing support and maintenance, user's training and testing processes for technical, performance and unit testing

**Client: Mylan Laboratories 2012 to 2016**

**Location: Hyderabad, India**

**Role: Business Solution Architect / Sr. Admin / Developer**

Mylan Laboratories Limited – Evaluated different applications and decided to proceed with Salesforce.com CRM. The Implementation includes Automate Business Development Process and Named as MyForce Implementation. Implementation includes integration with a Hybrid App developed on Phonegap which has a scope to function in Online and Offline modes. App helps Med Reps to schedule their Monthly Tours and complete their calls with doctors.

**RESPONSIBILITIES:**

* Worked on **analyzing, estimating complexity**, story pointing and implementing the user stories.
* Worked Closely with Business regarding the JIRA stories and suggested the solutions for the stories.
* Involved in developing Salesforce Lightning applications using Lightning Components, Controllers and Events and used custom CSS in the components.
* Customized Sales Cloud and Service Cloud.
* Sales process custom Stages with Sales path and Quotes, Products, Price Books .
* Using service Cloud, implemented , Cases and Assignment rules for faster resolution of issues from customers.
* Implemented Community Cloud , created Customer Community pages and Community user management .
* Used Knowledge articles to publish info on products to Field reps on client visits.
* Used REST API for third party Integrations.
* Worked with TIBCO Team, which is a middleware for Integrations.
* Integrated Different Oracle Databases like Oracle R12 AR, Oracle R12 AP.
* Used SOQL and SOSL by not exceeding the governor limits.
* Created Custom Objects and Created Automation between various objects as they have Inter dependencies.
* Worked On creating Profiles, Roles, Permission sets and Public Groups.
* Worked on Deployments and used GIT as Code repository and Used Source Tree for migrating code from one instance to another instance.
* Worked with Data Loader for uploading the customer’s data and their related information from Oracle to Salesforce and Inserted, Updated in different objects.
* Worked on Workflows, Process Builder and Custom Settings.
* Worked with CA signed and self-signed Certificates and Remote Site Settings.
* Identify and evaluate new features and functionality related to Winter, Spring and Summer release management providing recommendations for process improvements
* Worked on Validation rules, Formula fields and Approval Process.
* Followed Scrum Agile methodology for development and also participated in weekly Sprints and attended daily stand up calls.
* Managing ongoing support and maintenance, user's training and testing processes for technical, performance and unit testing.

**Client: Excelra 2011 to 2012**

**Location: Hyderabad, IN**

**Role: Salesforce Administrator / Developer**

Excelra is a leading global Biopharma Data and Analytics company. They have a high-quality scientific data engine powered by human and machine intelligence. They require a solution to track their complete sales process under one roof. Leads generated, converted to opportunities and contracts. Track the sales targets assigned to each sales rep. We have provided a solution using the Salesforce CRM. They require some complex reports to be built which are not possible in standard functionality, hence we designed custom reports using Visualforce and apex.

**RESPONSIBILITIES:**

* Involved in design of Custom Report.
* Developed the Budget Vs Actual, Sales Rep, Pipeline, Travel Plan custom Reports.
* Implemented security and sharing rules for different users at different levels of organization.
* Developed Apex classes and Triggers to support the Custom functionality.
* Implemented out-of-box Sales Cloud with minor Customization.

**Client: Redpine Signals, CA / Remote 2010 to 2012**

**Work Location: Off-Shore, India**

**Role: Sr. Admin / Business Analyst**

Redpine Signals is a wireless systems company with unique chipset and system level products for wireless networks. Project includes various communities’ development to manage the Customers case, solutions and maintain Knowledge Base and a common CRM platform to increase collaboration amongst the multiple teams and can manage all the processes to support its sales and marketing efforts.

**RESPONSIBILITIES:**

* Interacting with clients and defining business solutions and finalizing the requirements.
* Planned User management and Data security layers
* Created Reports and Dashboards.
* Implemented security and sharing rules for different users at different levels of organization.
* Customized Sales Cloud and Service Cloud with sales path.
* Creating techno-functional design documents and process specs related to project & process strategies.

**Client: Y-Axis 2009 to 2010**

**Location: Hyderabad**

**Role: Jr. Salesforce Administrator**

Y-Axis is India’s No.1 Immigration, Visa Consultant, Training and presumably the world’s largest B2C immigration firm. Company owned and managed offices across India. Project includes Student’s Registration, Batch allotment based on Timings, Examination Reports and Trainer Performance Report.

**RESPONSIBILITIES:**

* Created Profiles, Roles, Users and Permission sets.
* Implemented security and sharing rules for different users at different levels of organization.
* Created Reports as per requirements.
* Creating Custom Objects and Fields.

**Major Non-Salesforce assignments as CEO :**

* **Hands-On experience in Implementing SAP & Open ERP, Sugar CRM and other enterprise applications to various clients across the globe.**
* **Strong Knowledge in Cloud Technologies.**
* **Designed and Developed cross platform web applications by using REST API with Angular, Node js & PHP with Socket IO’s for communications with Databases such as MongoDB, MySQL …**
* **Developed several Apps in Android and iOS by using REST API’s .**
* **e-Commerce : Various dynamic portals developed by using PHP & MySQL databases with various open frameworks.**
* **Outsourced several Microsoft Applications to various clients across the globe using VB and .Net technologies along with SQLServer as Database.**