

10+ years of professional experience as a SaaS and PaaS techno-functional front-liner, representing my organization across the globe in a multitude of roles as a Business Analyst, Pre-Sales specialist for Cloud and On-Premise CX, CRM, UI/UX projects for various industries including Airline, Hospitality, Healthcare, Manufacturing and Retail.

SKILLS

B2B Sales B2B Service

B2C Service Loyalty

Marketing UI/UX Design

Siebel CRM CX

Requirement Gathering

Agile Waterfall

Client Management

Business Analysis

Solution Design

SaaS PaaS

Front-end Technologies

Retail Healthcare

Manufacturing Airline

ABM Hospitality

EDUCATION

B.Tech + MBA
CGPA: 8.63
ABV-Indian Institute of
Information Technology and
Management, Gwalior
2004-2009

PUBLICATION

Research paper entitled "CRM in
Indian banking sector: Exploring
the Critical Success Factors"
published in **The International
Journal of Business and
Emerging Markets (IJBEM)**,
University of Winnipeg, Canada.
IJBEM - Volume 1, Issue 3 – 2009
DOI: 10.1504/IJBEM.2009.023447
<http://www.inderscience.com/browse/index.php?journalID=249&year=2009&vol=1&issue=3>

WORK EXPERIENCE

Primary Role: **Business Analyst** | Secondary Roles: **Scrum Master, Pre-Sales Specialist**

Innovacx Tech Labs Pvt Ltd, Hyderabad

Aug 2017 – Present

- Manage, Deliver, Lead and Support multiple CX, UI/UX, and CRM Cloud and On-Premise projects using Agile, Waterfall and hybrid approaches
- Leading the project/program from initiation, requirement analysis, design, build, testing, implementation, and closure
- Understand & document business requirements, align them with the product, identify gaps, and design the solutions to fill those gaps and meet the business requirements
- Deep dive across Business and IT landscape to identify and prioritize improvement areas, providing strategic recommendations to support business growth, improve operational efficiency through automation, mobility etc
- Engage with the key stakeholders (Business users and Product Owners) to identify opportunities, assess, deliver and manage implementation of new capabilities & innovations to deliver continuous improvements for multiple products
- Manage tracking of user stories and related work items across multiple products until closure
- Work with the team to resolve any project, delivery, functional and technical issues
- Demonstrate and Train the business users on the software being implemented
- Respond to RFPs with time and cost estimations, help design and develop demo use cases and configure POCs where required

~~Primary Role: **Business Analyst** | Secondary Role: **Pre-Sales Specialist**~~

NIIT Technologies, Gr. Noida (now "Coforge Limited")

Oct 2015 – Aug 2017

- Understand the existing Business processes and create Process Flow Diagrams
- Undertake delivery of enhancements in the areas of Customer Loyalty, Business Intelligence, Data warehousing
- Deliver training to end-users to leverage the new functionalities and features
- Handle BAU support and provide guidance to the development team
- Support Practice Heads and Leads in pre-sales and sales activities, leading discovery sessions with potential customers and construct value proposition to present to the customer

~~Primary Role: **Business Analyst**~~

ITC Infotech India Limited, Bangalore

Apr 2010 – Oct 2015

- Scope freezing, Requirement Gathering via in-person workshops
- Creating and Managing the Business Requirements Document and gather sign-off on the BRD
- Design solution options considering the principles of minimum customization
- Work with all relevant streams to ensure timely delivery of enhancements, removing roadblocks if any
- Perform functional testing on the developed solutions
- Manage deployments, pre-deployment and post-deployment tasks
- Support ST, SIT, and UAT cycles and managing Change Request Assessments