

Elneeta Vandana G

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SPECIALIZATIONS:

- Lead to Cash CRM lifecycle processes
- Quote to Cash
- Cloud Infrastructure, Saas
- Continuous Business Process Improvement
- Data Analysis & Visualization
- Agile Project Management

SKILLS:

- **Software/Tools:** Salesforce, Apttus, Tableau, Excel, VLOOKUP, Visio, Outreach
- **Project Management:** JIRA, Confluence
- **Programming:** Apex, Java, Javascript, SQL, SOQL, CSS, HTML

CERTIFICATIONS:

Certified Salesforce Administrator
Certified Salesforce Sales Cloud Consultant

EDUCATION:

- The University of Texas at Dallas,
Master of Science | GPA 3.4
Information Technology Management
- Karunya University,
Bachelor of Technology | GPA 3.5
Computer Science Engineering

MOST PROUD OF:

- Helped a bank's CRM back-office transformation from MS Dynamics to Salesforce Financial Services Cloud introducing sales automations and omni-channel capabilities
- Digitized CPQ processes for a communication solutions company on Apttus CPQ, enabling 100% automation of CPQ processes

SUMMARY:

- Business Systems Analyst/Product Owner with over 7 years' experience working on highly challenging & cross-functional IT projects.
- Solution-oriented professional possessing technical and business skills with demonstrated success in system integrations,

EXPERIENCE:

Lead Business Systems Analyst

PwC, San Jose, CA

Jun 2018 – Present

- Independently drove iterative scaling of CRM processes by collaborating with cross functional UI/UX, engineering, QA teams and business stakeholders from Sales Ops, Marketing, legal and finance
- Worked as a liaison and scoped requirements into solutions and releases to define roadmap and drive product vision
- Led and drove end to end solution delivery for digitization of B2B Salesforce CRM & Apttus CPQ tool by analyzing current state business processes, conducting GAP analysis and creating a future state roadmap. This enabled 100% automation of CPQ processes
- Organized project team and owned CRM transformation from legacy system to Salesforce Fin-serv cloud + Salesforce (Steelbrick) CPQ introducing territory management automations providing a seamless user experience of sales processes
- Collaborated with engineering & UI/UX teams in design sessions, helping understand business standpoint and owning sign-off and documentation
- Drove UAT sessions, adoption, customer success and change management after successful CRM implementations
- Designed multiple custom reports & dashboards on CRM data on Salesforce CRM and Tableau to create forecast models and to track sales performance metrics helpful in driving business decisions and system/process improvements
- Led daily Scrum calls, Sprint Planning Meetings, Sprint Retrospective Meetings, weekly prioritization meetings, and assisted in pre deployment and post deployment activities
- Presented and communicated demos, POCs, and project status highlighting achievements, pain-points, release schedules to executives and leadership

Software Engineering Analyst

Accenture, India

Feb 2013 – Jul 2016

- Improved billing process by proactively identifying issues on billing integration modules through thorough analysis of CRM & billing data on custom reports, hence improving the system with automations, cutting manual efforts by 80%
- Worked on resolving user tickets logged on ServiceNow and JIRA, by providing prompt resolution to business and technical issues faced on Salesforce CRM, Marketo, and Billing systems
- Maintained the entire Sales technology stack (Salesforce Sales & Service Clouds, Marketo, Inventory & Billing system, etc.) and supported a Salesforce environment of 2000+ Sales, Marketing, Billing and IT users through customization and configuration