



**Vivek Rai**

**+91-8368136511**

**[raiviveka@gmail.com](mailto:raiviveka@gmail.com)**

## **Profile:**

I have 12 plus years of combined experience in CRM Software, Analytics and Salesforce Administration. Post Covid-19 crisis, I am actively looking for a position, where I can contribute to the overall success of the organization with full integrity and zest.

For 6 years I have worked with Top IT companies like SAP and Cisco handling various key positions from a Developer to Solutions Consultant. I have worked on Analytics creating reports and Dashboard for Executive Management and other stakeholders. I have coordinated with teams across four continents (India, US, Germany and China) in the entire sales cycle of Quote to Cash using Enterprise SAAS systems.

Last 7 years I have co-founded Lost Kyte Pvt. Ltd, where I have been handling commissioned work for Bombay based Production houses.

## **Key Skills:**


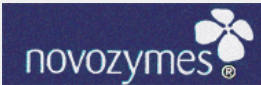


### **Business:**

Salesforce.com, Business Analyst, Team management, Project Planning and Execution, Reports and Dashboards, Analytics and Reporting, Requirement gathering and Analysis, CRM Business Solutions, Sales Operations /Support, Client Support, Customer Support, Product Support, Coordination of cross-functional team, Support and train stakeholders, Sales Operations, Operational Excellence.

### **Technology:**

ERP, CRM, SFDC CRM, MS Dynamics CRM, Sales Operations, Final Cut Pro, Photoshop, Adobe Premier Pro, Motion (Beginner), Apttus, Enterprise Billing Software, SAP and BI Reporting, Order Management, Contract Management, Quote to Cash.

## Experience:

Organization	Designation	Duration
	<b>Salesforce Analyst</b>	(02/2007) – (10/2009)
	<b>Business System Analyst</b>	(10/2009) – (06/2010)
	<b>Senior Salesforce Analyst</b>	(06/2010) – (07/2014)
	<b>Co-founder</b>	(07/2014) - Present

## Key Responsibilities:

- Elicit, Analyze, validate, specify, verify and manage the system needs of project stakeholders, including customers and end users.
- Participate in solution and design activities in conjunction with teams.
- Analyze client needs, define business processes, and develop functional requirements.
- A Business Analyst, involved throughout the business process of Leads to Cash. Responsible for Developing, Maintaining and Enhancing applications and Products.

- Conduct analysis, design, configuration, testing and implementation of Cloud Applications for our clients.
- Sales & Marketing Supervisor, responsible for the overall administration, effective usage, and day-to-day management of the all the Systems from Lead to Cash [Marketing/Sales/Billing/Professional Services/Product Development].
- Responsible for handling the daily business anchoring of Sales, Marketing's and Supply chain business systems within the areas of CRM, e-Business and Business Intelligence (BI) globally.
- As the key driver of CRM business systems within, this position focused on maximizing the effectiveness of all business systems supporting the business and understanding Sales/Finance/Marketing requirements and practices for better results.
- Responsible for coordination of the operational processes and procedures (as defined by the OBS Master Data Board) necessary in order to secure a high quality of the master data that is important to the processes above.
- Harmonizing work among whole teams at all strategic locations such as US, Europe, China and India.

## Education:

Degree	University	Year
<b>B.E (M.E)</b>	D.S.C.E	2002 - 2006
<b>Apttus CPQ Certified</b>	APTTUS	2014
<b>SFDC ADM-201 Certified</b>	SFDC	2012

## Major Projects:

- **Client: Cisco Webex**
  - o **Project Name: Order Management System: World Wide Rollout**

Order Management System was a Web Application. It provides step by step process for a Sales Rep to enter the order or prepare a quote. It was integrated with all the products and its pricing. Once order was entered, sales rep could send it to Client for electronic signature. Signed PDF used to be attached to Opportunity and account in CRM. Also, it was sent to finance for final approval and starting the services.

o **Project Name: CRM Implementation**

- CRM was migrated from Pivotal CRM to Sales Force CRM. I contributed in Planning and implementation of below areas.
- Data Migration and Data cleanup.
- SFDC CRM Implementation: Customization, Page layout, Field creation, Business Logic, Dashboards & Reports, Integration with Marketing and Financial systems, Snapshots, etc.
- Sunset of Pivotal CRM.

o **Project Name: Operational Excellence**

Project was based on Kizen. CTO wanted to improve on all existing Applications and systems. I was one of the IT analysts in the team and contributed in CRM, Order Management System, Billing System and Sales Reporting.

Every application was supported by Ticketing system, Remedy. All Categories were evaluated and List was prepared with Top10 issues. Each issue was discussed with cross functional teams and resolved with a project Plan.

• **Client: SAP (SuccessFactors)**

o **Project Name: SAP Customer Insight**

This iPad App was launched for our worldwide sales team. I was a key player in this launch. Hundreds of reports were built in Business Analytic, customization were done and with periodic enhancements, we launched dashboard for several target audiences based on their business role like Sales Manager, Sales Rep, VP-EMEA, Director North America, CEO, etc.

o **Project Name: CRM - Sales & Marketing Support**

As an IT Analyst, my responsibility is as below.

- Quarterly CRM Releases.
- Sales and Marketing Support.
- Sales and Marketing Reporting.
- Billing & Order Management System Releases and Support.

o **Project Name: SAP CRM Implementation in 21 days**

SuccessFactors was acquired by SAP and CRM need to be implemented in 21 days because SalesForce was competitor of SAP.

This involved planning and implementation of several key things like data migration, Customization, Report and Dashboard creation, Forecasting Reports and Templates, Integration with marketing, finance, PS, etc.

o **Project Name: Product Development: Digital Marketing Insights**

It's a product for Marketing Department. It deals with the insights of digital ecosystem of a brand. It gives them a process to take care of their brands on digital platform and get meaningful insights to adapt with respect to progress.

• **Client: Novosymes A/s**

o **Project Name: CRM Implementation + Migration**

This project was a great learning experience. It was in 2 parts.

- **Part-I:** Microsoft Dynamics CRM worldwide roll out. This was done for Enzymes division. This involved planning and implementation of reports for sales, day to day requirement gathering from Coordinators of US, EMEA and Asia Pacific and implementing it.
- **Part-II:** CRM Migration (from Microsoft to SFDC). This was done for Pharma division. This involved data migration and cleanup, customization of SFDC based on existing Microsoft CRM system.

• **Client: Apttus**

o **Project Name: CPQ Implementation for WebMD**

This project was implemented for stream lining their Quote to Cash process. Apttus CPQ along with deal manager was implemented. I played an integral part in Requirement gathering, Solution Designing and Implementation.

o **Project Name: CPQ Configuration for GE Healthcare**

It was an enhancement project as GEHC already implemented CPQ and CLM solutions of Apttus. I was utilized in the position of Business Analyst/Salesforce Administrator.

o **Project Name: CPQ Implementation for Workday**

This project is an ongoing project. I am involved in this project as a Solution Consultant. Requirement gathering, defining solution, Coordination between Apttus developers and Workday stakeholders is my major responsibility.

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