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| **Ajaz A. Lateef Shaikh**  **Contact:** +919890965078|+91 7972283650  **E-Mail:** [**ajaz7760@gmail.com**](mailto:ajaz7760@gmail.com) |  | Qr code  Description automatically generated | A picture containing icon  Description automatically generated |

***SENIOR LEVEL PROFESSIONAL***

# Business Analysis / Product Management /Salesforce CRM/ Design Thinking and innovation management/Project Management / SAFe Agilist/Retail Banking/Wholesale banking/investment banking

**AN OVERVIEW**

Business Analysis, Product management and project management specializes in implementation of Salesforce Sales Cloud and Service Cloud for Banking Domain that includes Retail, Wholesale and Investment Banking. Master's in Business Economics and Business Management, Certified PMP from PMI, SAFe 5 Agilist and 6xSalesforce. Currently I’m the Lead Business Analyst and Product owner at Persistent Systems a multi-national Information Technology services organization, and prior to this I have been associated with various organization i.e. Cognizant Technologies, BNY Mellon Pvt. Ltd. and ADP Pvt Ltd, and handled various responsibilities in functional role .

# CORE COMPETENCIES

* Business Analysis and Product management: Plays a key-role in implementation of CRM and transformation of Digital journey in Banking and other industries.
* Trained and Certified PMP and SAFe Agilist: Deep understanding and Knowledge of different project management methodologies such as Waterfall, and Agile Scrum, Kanban etc. Understanding and knowledge of Design thinking and Innovation management, guide and Coach teams on Agile way of working and its best practices.
* Trained Certified Salesforce Professional: Technical and functional knowledge of Salesforce CRM and its best practices of implementations.
* Industry knowledge: Knowledge of different banking sectors i.e. Retail and consumer, Wholesale Banking, Investment, Custodian Banking and FCG Retail.

# ACADEMIC DETAILS

* Master’s in Business Economics from Pune University.
* PGPM (Marketing management) from National institute of management Sciences Pune.
* Bachelor’s degree in Commerce from Shivaji University.
* Higher secondary school from Pune Board.
* Secondary School certificate from Pune Board.

# PROFESSIONAL Certifications

* PMP® from PMI
* Certified SAFe® 5 Agilist
* Certified Salesforce Administrator
* Certified Advanced Administrator
* Certified Platform App Builder
* Certified Sales cloud consultant
* Certified Service cloud consultant

# EMPLOYMENT DETAILS

* **Working with Persistent Systems as a Lead Business Analyst and Product owner for Retail Banking Domain since December 2020.**
* Stakeholder management on requirement review and solution walk-through.
* Follows design thinking approach Empathize, Define, ideate, prototype and test.
* participating in human-centered design brainstorming sessions.
* Creating Business requirement documents/User Stories/FSD/Test strategy plan, Process Flow diagram etc.
* Facilitate communication at team level in order to create consensus on scope, design decisions, and implementation decisions.
* Engaging Implementation and Testing team in Stand -up meeting, Technical grooming session, client demo and Retrospective.
* Work Closely with UX/UI team
* Key role in Change management, Scope management and Defect management analysis.
* Conduct requirements and design reviews of new features.
* Assist in designing high level test approaches and implement detailed test plans.
* Execute tests during product testing phases to find all bugs in assigned feature areas.
* Work closely with the development team to analyze and find root cause of failures.
* Coaching and mentoring junior BAs to build their skills Roles and Responsibility
* **Worked with Cognizant Technology services as Business Analyst and Product Owner since July 2015 to December 2020**
* Participates in Kick-Off, discovery sessions with key stakeholders to define functional requirements, Build, configure, and use Salesforce best business practices to implement the solution.
* Prepare requirement, Specifications, Business Process and recommendation.
* Creating User stories, Sprint planning, BRD/FSD/ Test Planning.
* Communicate project status to management and elevate project concerns to appropriate internal project sponsors.
* Creation and delivery of requirement, planning documentation, features and functional specifications, business process flow design and recommendation on scope.
* Configure and customized Sales and Service Cloud Applications.
* **Worked with BNY Mellon India for custodian and investment Banking domain since December 2010 to July 2015**
* Capital Market and Primary Market transactions.
* Processing Foreign Exchange transaction.
* Processing of Incoming and Outgoing Wires.
* Processing of SWIFT transaction.
* Creating management and operational reports on Salesforce.
* Salesforce configuration and administration for internal users.
* **Worked with ADP India Pvt Ltd as an Operations executive since January 2008 to December 2010**
* Processing garnishment orders as per client instructions.
* Processing orders in six types of payroll prototypes.
* Completing tasks on daily basis and maintaining status of daily work done.
* Preparing reports on daily, weekly and monthly basis.
* Working up-to quality target of 95%

# NOTABLE ACCOMPLISHMENTS

* Excellent track record of completing end to end Salesforce CRM and Digital transformational projects on time.
* Received recognition and appreciation from the client for handling and delivering one of the critical requirement meeting all the success criteria.
* Handled transition and transformational projects covering domains such as Technical Support Einstein Analytics.
* Conducted workshops/webinars on Project management methodologies and Salesforce within the organization for junior BAs.
* Bagged recognitions for rendering: Consistency in performance & effectively handling crucial responsibilities.

# PERSONAL DETAILS

Date of Birth: 14 May 1986

Permanent Address: Plot No. 40 Mantrichandak estate Hotgi Rd, Solapur. Maharashtra India

Languages known: English, Hindi, Urdu and Marathi