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## Summary

- 14 yrs. of experience in business consulting / product management roles with a focus on Salesforce.com CRM platform
  - 10 yrs. of consulting, business analysis, business development and program management experience in IT services
  - 4 yrs. of international business development experience across South America, Central America, SAARC and Europe
- 3X certified across multiple Salesforce products like Sales Cloud and Service Cloud
- Lead a \$ 4 MN business transformation program for end to end sales process for 1000+ users across North America
- Implementation Consultant for a \$ 3 MN digital program to onboard customer service processes for case management
- Experience of navigating a matrix-based client organization to drive relationships across 15+ key client stakeholders
- Lead the APAC region implementation (10+ countries) for a Global Roll Out program of digital sales and marketing
- Multinational experience of leading programs & managing clients across North America, APAC, Europe and Latin America

## Key Skills / Experience:

- Product Roadmap & Prioritization, Backlog Grooming, Sprint Planning, Agile Execution
- Program Management, Relationship Management, Stakeholder Management, Requirements Analysis, Solution Design
- Leading RFP/RFI, Development of competency artifacts, Consultative selling, Conceptualizing and designing solutions
- International B2B Sales & Marketing experience, market scaling and market penetration
- Experience of leading a variety of programs and projects like global roll outs, transformation programs, agile executions, application development, release managements, migration projects and assessment/consulting executions
- Expertise across platforms like Salesforce.com, Sales Cloud, Service Cloud, Siebel, OBIEE, Veeva CRM and PROS CPQ

## Salesforce Skills / Experience:

- Fundamentals: Roles & Profiles, Security Model, OWD, Sharing, Approvals, Workflows, Process Builder, Tasks & Events, Activities, Email notifications
- Sales Cloud: Account / Contact Management, Sales Cycle, Opportunity Management, Renewals, Amendments, Quote Management, Account Team and Opportunity Team management
- Service Cloud: Case management, Email to Case, Omni Channel, Knowledge, Queue management, Routing principles, Entitlements, Milestones, Case Prioritization
- CPQ: Product Configuration, Product Rules, Features, Options, Bundles, Pricing, Discounts, Contracts, Quote Management

## Professional Qualifications:

- Certified SFDC Admin Professional - Salesforce.com
- Certified SFDC Sales Cloud Consultant - Salesforce.com
- Certified SFDC Service Cloud Consultant - Salesforce.com
- Certified Pricing Specialist (Pricing 101 & Pricing 201) - PROS (Leading CPQ cloud product)
- Certified Quoting Specialist (Quoting 101 & Quoting 201) - PROS (Leading CPQ cloud product)
- Certified Supply Chain Professional - APICS (International body for operations management)
- Level 4 certified Spanish Language Professional - Fidescu (Spanish university)

## Work Experience (Total: 14 yrs.)

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|--|--|---|
| <b>Organization:</b> Cognizant Technology Solutions<br><b>Duration:</b> 8+ years (Sep '12 - Till Date) | <b>Role:</b> Business Consulting<br><b>Onsite Locations:</b> APAC - Singapore, Japan, China NA - U.S.A.                | <b>Designation:</b> Manager - Business Consulting |
| <b>Organization:</b> ACG PAM Pharmaceutical<br><b>Duration:</b> 2 years                                | <b>Role:</b> International Business Development<br><b>Markets:</b> Spain, Portugal, Brazil, Argentina, Central America | <b>Designation:</b> Assistant Manager             |
| <b>Organization:</b> Bertling<br><b>Duration:</b> 2 years  | <b>Role:</b> Business Development<br><b>Markets Handled:</b> South India & Sri Lanka                                   | <b>Designation:</b> Deputy Manager                |
| <b>Organization:</b> Syntel Ltd.<br><b>Duration:</b> 2 years   | <b>Role:</b> Team Lead   | <b>Designation:</b> Analyst Programmer            |

## Current Role

As a Product Lead / Business Consultant, I manage the Salesforce Global platform for Cargill Protein Group. I lead a Salesforce product consulting / agile execution team consisting of 10+ members spread across multiple geographies working for 3 different work streams: Sales, Service and Pricing. I interface with client stakeholders for product roadmap, prioritization framework, backlog grooming and conceptualizing solutions. I lead Salesforce initiatives and work with the agile execution team to deliver the project / solution on time. I also double up as a consulting partner for Cargill Protein Group with advisory on best in class solutions for all Salesforce initiatives for the platform. The annual budget for the portfolio which I manage is \$ 2 - 3 MN.

## Key Programs

| S.N. | Client         | Description  | Location                        | Role                                  |
|------|----------------|--|---------------------------------|---------------------------------------|
| 1    | Cargill        | Implementation and roll out of Sales Cloud to transform business processes for sales teams   | North America (U.S.A. & Canada) | Program Manager + Business Consultant |
| 2    | Cargill        | Green field implementation of Service Cloud to onboard customer service processes for case management  | North America (U.S.A.)          | Business Consultant                   |
| 3    | Cargill        | Implementation of Strategic Pricing to activate CPQ functionality for Sales, Pricing & Trading teams   | North America (U.S.A.)          | Scrum Master + Business Analyst       |
| 4    | Cargill        | Migration of Sales Cloud from an existing org to a new lightning enabled org   | North America (U.S.A.)          | Project Lead                          |
| 5    | Autodesk       | Transformation of business processes to move from a fixed revenue model to a subscription-based model for customers and Optimization of synch transactions | APAC (Singapore)                | Product Owner + Business Consultant   |
| 6    | Allergen       | Implementation and Global Roll Out of an end to end cloud-based CRM application for digital transformation across Pharma Sales and Marketing teams in APAC | APAC (Singapore)                | Program Manager + Business Consultant |
| 7    | Actavis        | Design and implementation of EPPV compliant validated pharma CRM system for Pharma Sales team in Japan   | APAC (Japan)                    | Business Consultant                   |
| 8    | Novo Nordisk   | Design and implementation of a validated contact center system for Europe  | Europe                          | Business Analyst                      |
| 9    | Novo Nordisk   | Global Roll Out of Salesforce Automation & Business Intelligence solution for Pharma Sales team  | India                           | Business Analyst                      |
| 10   | Sanofi Aventis | Scoping and CRM Roadmap consulting engagement across multiple business divisions in Pharma   | APAC (India, Singapore)         | Business Consultant                   |

## Academics

| Qualification | University        | Institute                                | Year | GPA/%    |
|---------------|-------------------|--|------|----------|
| MBA           | I.I.F.T.          | Indian Institute of Foreign Trade, Delhi | 2009 | 3.21 / 4 |
| BE            | Nagpur University | Priyadarshini College of Engineering     | 2005 | 68.3     |
| XII           | ISC               | Don Bosco Park Circus, Kolkata           | 2001 | 83.5     |
| X             | ICSE              | Don Bosco Park Circus, Kolkata           | 1999 | 82       |