

# ANAND SINGH

## **Business Systems Mgr - CRM/CPQ - Quote to Cash**

San Diego, CA 92101

[anandsingh8366\\_5pj@indeedemail.com](mailto:anandsingh8366_5pj@indeedemail.com)

917.334.7149

As a Business Systems Manager, focusing in the areas of CRM, CPQ and Pricing Strategy, I deliver strategy and software that enhance and enable the Quote to Cash processes in organizations. I lead teams through the cycle of gap analysis, business requirements, use case scenarios and training documentation to deliver enterprise application enhancements that enable businesses to grow. I've completed over 12 CPQ implementations and helped organizations adopt sound quote to cash processes and systems.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

## Work Experience

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### **Director, Business Systems Manager**

Moody's Analytics - New York, NY

2006 to Present

Promoted 4 times to positions of increasing responsibility)

- Worked as one of the leads in pricing strategy exercise to rationalize pricing, bundling and simplification of 10K Moody's Analytics products, as part of a large transformational project to integrate Apttus CPQ and Order Management
- Collaborate with C-level executives on pricing strategy and alignment to vision. Provide detailed analysis on ROI of CPQ tools
- Manage team of business analysts to maintain Salesforce's Configuration/Price/Quote (CPQ) tool, enhancing its functionality to quote over \$2B in sales annually
- Lead cross-functional team to simultaneously integrate CRM, CPQ, and financial functions within quote to cash process for 9 entities acquired by Moody's
- Led transition of CRM platforms from PeopleSoft to Salesforce and introduced CPQ and other tools to Moody's Analytics in support of quote to cash processes
- Collaborate and lead in bringing new products to market with Sales, Operations, Product Management, Fulfillment, Legal and other teams
- Managed budgets related to CPQ integration as well as development of 320+ product calculators used by global sales teams
- Assured integrity of data conformed to SOX compliance
- Integrated over 10K product SKU's to Moody's systems, including CRM, fulfillment, reporting, PeopleSoft Financials and Vertex tax system
- Designed pricing application solutions for multi-million dollar projects

### **Product Development Manager**

The Princeton Review

2004 to 2006

- Leverage competitive analysis and customer feedback to enhance reporting product
- Managed full life cycle product design, as well as training materials, sales presentations and account relationship meetings
- Led customization of reporting tools to suit the requirements of many state sponsored education departments
- Improved turn around time of standard assessment reporting by leveraging templated views

## **Product Manager/Business Development**

Monster Worldwide, Inc. - White Plains, NY

2000 to 2003

- Responsible for developing 150 private label web sites, making enhancements based on web analytics and competitive analysis
- Provided pricing strategy to Monster on how to maximize revenue on private labeled sites
- Supervised IT functions for Moving.com acquisition of Change Address.com, which competed with USPS in providing logistical support for relocation
- Co-Lead designer on new interface for moving.com to increase transactional volume by over 200% and introduced CRM tools to manage accounts and vendors

## **Co-Founder**

Pipevine New Media

1998 to 2000

- Developed technology infrastructure for web development business, raising private equity capital to fund Pipeline and incubator clients
- Developed SEO strategy, marketing communications, business plan and web content
- Managed technology team and responsible for delivery of web based and digital assets for clients

## Education

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### **B.A. in Economics and History**

Rutgers University

## Skills

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- MS Office suite, Project, VISIO, Access, WebTrends, Photoshop, Sharepoint, JIRA, Salesforce.com CRM, Salesforce Order Management, Oracle PS CRM, FPX CPQ On Demand, Apttus CPQ/CLM, Apttus Order Management, Oracle PeopleSoft Financials, SAP, Marketo, Financial Force, Tableau, SQL
- Business Development
- Salesforce
- SOX
- CRM Software
- CPQ
- Management Experience
- IT Management
- Quote to Cash
- Project Management
- Program Management

- Leadership Development
- Leadership Experience
- Jira
- Oracle
- SAP S/4HANA
- Tax Experience
- Marketo
- Order Management System
- Order Fulfillment
- Management Reporting
- Relational Databases
- Team Building
- Teamwork
- Team Development

## Links

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<http://linkedin.com/in/anandsingh7149>

## Awards

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### **Moody's Analytics - Premier Partner**

March 2019

Award presented in recognition for work in collaborating with the sales organization to help achieve their business objectives

## Certifications and Licenses

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### **Apttus CPQ Admin 201**

January 2019 to January 2020

### **Blockchain Programming**

February 2020 to Present

### **Six Sigma Greenbelt**

### **Project Management Certificate**

Present