



## AVIN NIGAM

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### About

Result-oriented & visionary professional with a demonstrated record implementing ideas that drive revenue.

Seeking **senior level assignments** in **Salesforce Business Analyst/Administrator/Consultant** role in B2B environment with a leading organization of repute.

**Certified Salesforce Professional (ADM-201), MBA (International Management) from ICFAI offering nearly 20 years of dynamic career in various functions ranging from Business Development to Salesforce support & Training**

*Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative marketing concepts & strategies through excellent **cross functional team management** skills (Global Level)*

**Location Preference:** Bangalore, Mumbai, Pune in India or Metropolitan/ International cities

**Wealth of Expertise entails:**

**Salesforce Business Analyst, Training & Support/ Strategic Planning / Global Account Management/ Revenue Generation**

### PROFILE SUMMARY

#### • **Salesforce Business Analyst, Training & Support**

3 years of experience (and additional user experience of 4 yrs. in SFDC Lightning & Classic & Salesforce1) in Salesforce.com as a Salesforce Business Analyst, Salesforce Support & Administrator Role.

Working experience in Manufacturing Industry related to Sales Cloud, Service Cloud, Marketing cloud (Marketo) & CPQ on Salesforce platform.

Lead Support project related to knowledge transition & User Adoption and managed L1 & L2 support for Salesforce and Related application stack.

Abilities in setting up new initiatives & training plans to ensure timely support to Business Development /CSR /Marketing team to enhance their SFDC expertise & adoption.

User experience on sales cloud module such as web-to-lead, auto-response rules on standard objects like account, contact, lead, campaigns together with service cloud module such as web-to-case, escalation rules, assignment rules.

Maintained an e-mail to case system with auto-notifications sent to users when a case is created for their respective departments

**Knowledge/Skills -** Salesforce Data Modelling, Business automation processes, Agile Methodology, Workflow Rules, Approval Process, Process Builders, Data security & sharing architecture, Reports and Dashboards, Validation Rules, User Profiles, Roles, Case Management, Case Escalation, Case assignment rule, Lightning, Auto response rule, Knowledge Management, Salesforce knowledge, Import Wizard, Data Loader - Data Import / Export / Migration Salesforce Declarative Point and click tools. Data Cleansing & hygiene best practice, Live chat to case, SQL, Einstein Analytics

#### **Other Business Application & Tools**

- Sharepoint, Marketo, Lead Management, Mass Emailing & Campaign Support, Lead to case & Email to case management. Geopointe,
- Comprehensive knowledge of SAP, Compass from SuccessFactors.

#### **Business Development**

- Competent professional with rich, qualitative & versatile experience in **Sales & Marketing, Business Development, Key Account Management, Technical Application Sales and Product Engineering**; working experience in Railway, Off Highway, Electrical/Electronic and Defence industries targeting **leading OEM** name from the industries.
- Proven track record that demonstrates self-motivation, creativity & initiative skills to achieve both personal & corporate goals while handling clients across **Southco India Pvt. Ltd., Roxul Rockwool Technical Insulation (I) Pvt. Ltd., PRS Permacel Private Limited and Time Packaging Limited**
- **Instrumental** in attaining underlined results:

- Sales target of **USD 2.1 Million** in 2014 over **USD 1.85 Million** in 2013 (*aiming for target of USD 2.3 Million in year 2015*)
- Established a project pipeline (High & Medium Probability) for next 3years of **over USD 4.2 Million**
- **Exhibited excellence** in driving sales force to attain Multi-Million dollar revenue gains:
- Successfully **led key business initiatives & strategies** to meet changing customer needs / expectations, thereby resulting into high level of customer satisfaction and increase in market share, sales volume & added bottom line
- Demonstrated abilities in **maintaining key relations** also acquiring new relationships with clients by acquiring feedback on critical issues and taking suitable actions to ensure positive experience
- Efficient in planning & achieving gross profit objectives & product wise performance **goals of business unit** in a manner that is sustainable, process driven & consistent to company strategies
- **Strategist cum implementer** with skills in startup of Indian operations of MNC companies; proven acumen in understanding global sales & marketing strategy and formulating the same to meet short term and long term objectives

#### **Business Application & Tools**

Sharepoint Webex, Teamviewer, IBM Notes Business System, Project Management PRO4, 3D CAD, APQP PPAP, FMEA & PFMEA, DFA/DFM;

Conversant with Industry standards such as NEMA/IP, PICMIG-ATCA, FMVSS, REACH / RoHS standards

### ORGANIZATIONAL EXPERIENCE

**Since JAN '18: Southco India Pvt. Ltd.- Global Leader in Engineered Access Solution, Manager - Application & Training**

#### **Role:**

- Managed Salesforce requests/issues for all Salesforce end users across different functions
- Salesforce Business Analyst, Support and Training to Sales (Inside Sales & Partners), Marketing, CSR on Salesforce lightening application (desktop & Mobile Application) including advanced features like Marketo/Geopinte
- Developed, Designed and implemented collection of custom Reports, Dashboard custom forms application to serve as tool to drive business and monitor key metrics like KAM/Business Partner Performance SFDC adoption, SFDC Email Templates for Marketing/CSR Team. and configured various custom reports and report folders for different user profiles based on the need in the organization
- Supporting Campaign and Leads creation in industry like EV/Medical.
- Facilitated knowledge enhancement among the whole business development team around the new technology and custom solutions
- Directed sales team & Manufacturer Rep's to achieve required sales targets around leading technology
- Drive business development of EAS SBU (Electronic Access Solutions SBU) in India and related coordination with Global EAS team.

**Since Nov'10: Southco India Pvt. Ltd.- Global Leader in Engineered Access Solution, Bangalore as Manager - South Role:**

- Directed sales team of 2 Sales Person, 1CSR and 3 Manufacturer Rep's to achieve required sales targets from South India Territory
- Examining techno-commercial features of application, intellectualizing solution with Global engineering team to meet application requirement and present solution to the customer's Engineering, Sourcing and Program Managers in India as well as their overseas counterpart.
- Coordinating custom product development cycle, from concept to design, prototype development, validation and testing at Global level with external at internal team.
- Drive Global Internal and External Coordination on weekly basis to facilitate effective program management.
- Augmenting business through existing clientele and exploring profitable design-In opportunities with new Key Accounts at Pan India and Industry Level
- Presenting seminars and participation in exhibition, trade fairs and related marketing activities
- Extending support to Global team with industry updates, competitor activities, costing, pricing etc. to create strategy around Product, Industry, geography etc.

#### **Accomplishments:**

- Pivotal in streamlining best practices India specific customer interactions, project pipeline formats, forecasting formats, application query sheets to optimize
- Led a team of 05 sales executives that resulted in increased sales of US\$ 2.1 Million in South India.

**Mar'10 – Oct'10: Roxul Rockwool Technical Insulation (I) Pvt. Ltd., Mumbai as Sales Manager**

**Highlights:**

- Instrumental in implementing parent company strategy for business development and sharing an effective feedback about Indian market to customize company policies
- Steller in acquiring approval for both technical and commercial level through excellent communication with various stakeholders in the project
- Examined technical and commercial requirement of the project and recommended insulation solution for best pay-back period; led activities related to technical and commercial aspects at Global Level and different functions

**Jan'06 – Feb'10: Southco India Pvt. Ltd., Mumbai as Key Account Manager****Highlights:**

- Demonstrated abilities in identifying new design-win opportunities and recommending customized solution through close internal coordination among global team
- Took part in national and international sales conference and followed global reporting structure (including Global Reporting Formats)
- Managing overall business including analyzing booking and shipment forecast, QNs and payment and other regulatory and compliance requirements regularly and ensured balance between customer delivery schedule requirement and inventory cost

**PREVIOUS EXPERIENCE****Dec'02 – Dec'05: PRS Permacel Private Limited, Mumbai as Key Account Manager**

*Promoted customized solution for thermal & electrical insulation, brand protection, labeling & packaging solution*

**Sep'99 – Dec'02: Time Packaging Limited, Mumbai as Sales Engineer**

*Promoted packaging solutions to chemical and pharmaceutical companies*

**CLIENTS HANDLED**

- Cisco, Juniper, Rittal, Schneider, Alstom, Rotem, ICF, Tata Hitachi, Kobelco, Caterpillar, BEML, GE Energy, Suzlon, Vestas, Schneider, BHEL, ABB, Tyco, Ajax Fiori, Leeboy.

**ACADEMIC DETAILS**

**Salesforce Administrator – ADM201 (Credential ID 22920622)**

**MBA (International Business)** from ICFAI – Distance Learning Program

**BE (Mechanical)** from Barkatullah University, Bhopal (MP)

**Learning & Training - Edward De Bono Thinking System, Leadership Program, Dale Carnegie Train the Trainer, SFDC Trailblazer Admin Trailmix**

**PERSONAL DETAILS**

Date of Birth: 20<sup>th</sup> January 1979

Languages: English and Hindi

Passport Details: V6349767

Driving License Details: MP04N-2007-0146923

Visa Details: Married

Number of Dependents: 2

*(Countries Travelled – USA, UK, Scotland, China & HK, Malaysia, Singapore)*